

BENCONE

World's Leader In Fashion Uniforms For Half A Century!

Uniforms

PAT. & T.M. OFFICE

Fall-Winter '76-'77

COVER
FASHIONS
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NEW
EXPANDED
PROFESSIONAL
EDITION for
HOSPITALS
DOCTORS
NURSES



**BENCONE'S PROFESSIONAL STORY HIGHLIGHTS
THE EASY SWEATER KNITS &
RICH DOUBLE KNITS!**

**1.
LAYERED
LOOK
PANTSUIT!**

**2.
PANTSUIT!**

**3.
RUCHING
TRIMMED
PANTSUIT!**

1. A Truly Expressive Layered Look that's really a great one-piece tunic over matching stitch-creased pants. The long sleeved tunic sports ribbed, sweater-like bib insert and long cuffed sleeves. With back zipper and buckle-on belt.
100% Polyester Double Knit with Sweater Rib Trim.
Sizes 4 to 16.
Style 6369L White \$29.98

2. Panels of Soft Sweater Ribbing create super fashion accents on this handsomely shaped shirt suit. With convertible spread collar, insert waistband and a terrific, easy shape. Over stitch-creased pants.
100% Polyester Double Knit with Sweater Rib Trim.
Sizes 4 to 18.
Style 6368L White \$25.98

3. Expensive Looking Ruching enriches this tunic style pantsuit. A lean, princess tunic with back zipper and 3/4 sleeves goes great over stitch-creased, elastic waist pants.
100% Polyester Double Knit.
Sizes 4 to 18.
Style 6397L White \$26.98

4. The Cardigan Pantsuit with an elegant, sportive attitude. Buttons up to a classic V-neck and sports slim princess lines and 3/4 sleeves. Coming along with stitch-creased, elastic waist pants. And going great with a coordinated shell. **5**

100% Polyester Double Knit.
Sizes 6 to 20.
Style 6391L White \$25.98

5. The Turtleneck shell in soft sweater ribbing... with back zipper closing and short sleeves. Great under just about any jacket or smock top.
100% Polyester Sweater Ribbed Knit.

Sizes 4 to 20.
Style 2078L White \$10.98

6. A Cleverly Contoured Skimmer fashioned with a zipper that goes up to a proud mandarin collar. With contoured welt seaming, an insert waistband and 3/4 length sleeves.
100% Polyester Double Knit.
Sizes 6 to 18.
Style 1271L White \$17.98

**6.
STEP-IN
SKIMMER!**

**4.
2 PC.
CARDIGAN
PANTSUIT!**

**5.
SHORT SLEEVE
TURTLENECK
SHELL!**

**4.
2 PC.
CARDIGAN
PANTSUIT!**

1.
SLEEVELESS
SMOCK
TOP!



2.
SHELL!

5.
PANTSUIT!

3.
DOUBLE
KNIT
PANTS!

ON THE COVER:

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1. A Clever Sleeveless Smock Top that can go it beautifully alone... or make a marvelous match with a turtleneck and slacks. Tailored like a vest and skirt. This great 1-piecer has a plaid bodice and denim-look bottom.

100% Polyester Double Knit.
Sizes 4 to 16.
Style 2746R Pumpkin
Style 2746K Green\$17.98

2. The Match-Up Turtleneck with a regal collar and long sleeves.

100% Polyester Sweater Rib Double Knit.
Sizes XS(4-6), S(8-10), M(12-14),
L(16-18), XL(40-42).
Style 2081G Eggshell
Style 2081L White\$12.98

3. Fly Front Tailored Slacks with a buttoned waistband... making a perfect match.

100% Polyester Double Knit.
Sizes 4 to 20.
Style 7727G Eggshell
Style 7727L White\$15.98

4. A Sportive Look with the attitude of a sweater and skirt but the ease of a dress. A smart A-line with insert waistband, big collar and cuffed 3/4 sleeves on a bodice of soft sweater ribbing.

Terrific!
100% Polyester Stretch and Knit Combination
Sizes 4 to 16.
Style 1277L White\$21.98

5. The Zig-Zag Stitched Pantsuit with today's whittled-down body lines. The front zipping, tunic style slipon fashioned with insert waistband, 3/4 sleeves and a graceful wing collar. With stitch-creased slacks to match.

100% Polyester Double Knit.
Sizes 6 to 20.
Style 6381L White\$29.98

6. The Great Fashion Winner claims all awards... from the roll of the sweaters-ribbed turtleneck to the easy gathering at the smocked and tab-accentuated waistline and finally to the easy shape. A back zipping, layered look top with eye-catching kangaroo pockets... over its own stitch-creased pants.

100% Polyester Sweater Rib & Knit Combination.
Sizes 4 to 16.
Style 6390L White ...\$31.98

7. The Coordinating Smock Top tailored along the same super lines. With white accented spread collar, cuffs and tie-on belt... with buttons on the placket front... and with a great, young attitude that reaches a new fashion peak at back.

100% Polyester Double Knit Denim.
Sizes 4 to 18.
Style 2750D Denim Blue
Style 2750U Denim Red
Style 2750E Denim Brown
Style 2750K Denim Green
Style 2750G Denim Beige
\$13.98

8. The Proper Shirt Dress makes fashion news. White tailored accents play up the convertible spread collar, cuffed short sleeves and unique tie-on belt that reaches a new fashion peak at back.

100% Polyester Double Knit.
Denim.
Sizes 4 to 18.
Style 1566D Denim Blue
Style 1566U Denim Red
Style 1566K Denim Green
Style 1566G Denim Beige
\$16.98

9. Proportioned Pants that take you everywhere... in fashion! With elastic waist and terrific shape.

100% Polyester Double Knit.
Regular Sizes 4R to 20R;
Petite Sizes 3P to 13P;
Tall Sizes 8T to 20T;
Half Sizes 14½ to 24½.
Style 7224L White\$9.98

6.
NEW
FASHION
PANTSUIT!

7.
DOUBLE
KNIT
DENIM
TOP!

8.
DOUBLE
KNIT
DENIM
UNIFORM!

9.
PROPORTIONED
DOUBLE
KNIT PANTS!

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1. A New Scoop On The Blazer Pantsuit fashioned elegantly with sculptured welt seaming and a new, shorter line. With notch collar, rolled short sleeves... and elastic waist pants to match.
100% Polyester Double Knit Pique.
 Sizes 5 to 15 and 6 to 16.
 Style 6385L White
 \$18.98

1. PANTSUIT... MISSY & JUNIOR!



2. PANTSUIT... MISSY & JUNIOR!



3. PANTSUIT!



RICH LOOKING DOUBLE KNITS AT FABULOUS BENCONE-LOW PRICES!

2. Ribs on the Diagonal help shape the lines of this front buttoning pantsuit. With a unique petal collar, buttons on the placket, angled ribbed patch pockets... and pants to match.
100% Polyester Pique Double Knit with Rib Knit Trim.
 Sizes 5 to 15 and 6 to 18.
 Style 6386L White \$20.98

3. An Enriched Western Pantsuit shaped up with careful welt seaming and trimmed-down body lines. A front zipping, tunnel looped tunic over neatly stitch-creased pants.
100% Polyester Double Knit.
 Sizes 4 to 18.
 Style 6345L White \$23.98

4. The Up-Dated Mandarin Pantsuit... done with the softness of shirred shoulder yokes with a placket of buttons for slipover ease. Tunic top with tie-belt and pants to match.
100% Polyester Double Knit Pique.
 Sizes 7 to 17 and 8 to 18.
 Style 6376L White \$18.98

5. The Simplicity of a Shirt... with today's new fashion ease. With buttons front for step-in and handsome long sleeves.
100% Polyester Double Knit.
 Sizes 6 to 20 \$23.98
 Half Sizes 14½ to 26½ \$24.98
 Style 1264L White

5. UNIFORM... MISSY & HALF SIZES!

4. PANTSUIT MISSY & JUNIOR!



2.
MISSY,
HALF &
WOMEN'S
SIZES!

3.
DOUBLE KNIT!

4.
PANTSUIT ...
MISSY &
HALF SIZES!

BENCONÉ
PROFESSIONAL
PANTSUITS &
UNIFORMS—
OUTSTANDING
VALUES...
AS LOW AS \$15.98!

5.
DOUBLE KNIT
PANTSUIT ...
MISSY &
JUNIOR!

1.
PANT-
SUIT!

1. The Great Tie-Back Style shapes up beautifully on all figures. With a precision tucked bib, wide-open spread collar and back zipper... top over fashion-legged pants.

100% Textured Polyester Warp Knit.

Sizes 3 to 13.

Style 6347L White \$15.98

2. The Front Zippering Princess shaped with lean lines, a great spread collar, tucked shoulder yokes and a long front zipper for step-in ease.

Dacron® Polyester & Cotton (80/20) Bengaline.

Sizes 8 to 20 \$15.98

Half Sizes 14½ to 26½ \$16.98

Women's Sizes 40 to 52 \$17.98

Style 1069L White

3. Long, Lean Columns of Tucking accentuate the body-following lines of this front zippering step-in. With a wide spread collar, ¾ sleeves and a button-on belt for super shaping.

100% Polyester Double Knit.

Sizes 6 to 18.

Style 1304L White \$20.98

4. A Unique Petal Shaped Collar crowns this front zippering, ribbed pantsuit. With a double row of buttons, angled patch pockets and lean princess seamed top over stitch-creased, elastic waist pants.

100% Polyester Rib Knit.

Sizes 4 to 20 \$15.98

Half Sizes 14½ to 24½ \$16.98

Style 6378L White

5. A Drawstring Belt shapes this great shirt suit with all the ease of today! With a pointy collar, front zipper, side slits and a sporty attitude. With fashion-leg, elastic waist pants to suit!

100% Polyester Double Knit.

Sizes 7 to 17 and 8 to 18.

Style 6383L White \$20.98

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1.
DOUBLE KNIT
BLAZER!



3.
TOP!

4.
PANTS!

BENCONE MIX N' MATCH PROFESSIONAL SEPARATES!



5.
CARDIGAN



7.
PANTS!



6.
SHELL!

7.
PANTS!

BENCONE PRESENTS THE "SEPARATES" APPROACH TO FASHION!

Match Up Your Own Pantsuit... Sized To Fit You Perfectly! Select the jacket or smock top... and team it up with the pants of your choice!

1. The 2-Button Blazer Jacket with a handsomely rolled and cut notch collar and really elegant fashion lines.
100% Polyester Double Knit.
Sizes 4 to 20.
Style 3335L White Style 3335Q Navy
Style 3335E Brown\$18.98

2. Double Knit Pants with great-going fashion legs and elastic waist.
100% Polyester Double Knit.
Sizes 4 to 18.
Style 7707L White Style 7707E Brown
Style 7707Q Navy\$10.98

3. We've Given Waist Definition to this wing collared, button-accented top... and an easy, pepum type silhouette. With back zipper closing.
100% Polyester Warp Knit.
Sizes 4 to 16.
Style 2089L White\$15.98

4. Fashion-Legged Pants with always-right, stitch-creased legs and elastic waist.
100% Polyester Warp Knit.
Sizes 4 to 20, Tall Sizes 10T to 20T and Half Sizes 14½ to 24½.
Style 7227L White\$9.98

5. Cable-Stitched Cardigan Cover-Up that goes with the short sleeved shell (style 2070)... or over almost any uniform in your wardrobe. With long sleeves and buttons up to the V-neck.
100% Polyester Sweater Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 2069L White Style 2069D Blue\$13.98

6. Short Sleeved Turtleneck Shell with proud fashion lines and a back zipper closing.
100% Polyester Sweater Knit.
Sizes 4 to 20.

Style 2070L White Style 2070D Blue\$12.98

7. Stitch-Creased Pants with elastic waist.
100% Textured Polyester Warp Knit.
Sizes 4 to 18.
Style 7232L White Style 7232D Blue\$9.50

THE DESIGNER TOP!

8. Our Greek Inspired Smock with stitched down gathers for today's newest, soft look.
100% Polyester Double Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 2733L White Style 2733D Blue\$16.98

9. The Printed Rendition with those same great famous designer lines.
100% Polyester Warp Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 2726D Blue Print

Style 2726K Green Print\$18.98

10. Elastic Waist Pants with stitched-down creases.
100% Polyester Double Knit.
Sizes 4 to 20. Style 7233L White\$10.98



8.
SOLID
TOP!

9.
PRINT
TOP!

10.
DOUBLE
KNIT
PANTS!

1.
VEST...
3 COLORS!

3.
TAILORED
SHIRT!

LEAN
ON
KLOPMAN

2.
BLAZER
3 COLORS!

4.
EASY SKIRT...
3 COLORS!

BENCONE PRESENTS ELEGANT GABARDINE FASHION COORDINATES

... Tailored In Klopman's Performance-Tested Suraline™ a two-way, non-glitter, texturized woven 100% Dacron® Polyester Gabardine. In White, Mint Green and Soft Blue!

1. The Tailored Vest with 4-buttons and sculptured lines. Tailored with a V-neck, angled bottom and mock tab pockets.

100% Dacron® Polyester Texturized Gabardine Weave Sizes 4 to 20.

Style 3334N Mint Green

Style 3334L White

Style 3334D Soft Blue\$13.50

2. An Expensive-Looking 2-Button Blazer tailored with all the fine lines of elegant sportswear. With a handsomely rolled notch collar, buttons on the long sleeves, patch pockets and shaped seaming.

100% Dacron® Polyester Texturized Gabardine Weave. Sizes 4 to 20.

Style 3332N Mint Green

Style 3332L White

Style 3332D Soft Blue\$24.98

3. The Tailored Shirt with a free-spirited, silken feel. With a spread collar, buttons front and long cuffed sleeves.

100% Dacron® Polyester Ultressa Surrah-Weave.

Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 2087L White\$13.98

4. The Easy A-Skirt with a back zipper closing, buttoned waistband and 2 angled slash pockets. With all the ease and finesse of today!

100% Dacron® Polyester Texturized Gabardine Weave. Sizes 4 to 20.

Style 7745N Mint Green

Style 7745L White

Style 7745D Soft Blue\$12.98

5. The Ribbed Sweater Pullover that's 100% fashion... and 100% today! A snug little slip-on with flat knit collar and placket front... and cuffed short sleeves.

100% Polyester Sweater Ribbed Knit. Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 2094L White

.....\$13.98

8.
BIG TOP
PULLOVER!

7.
STRIPED
SHIRT!

4.
EASY SKIRT...
3 COLORS!

5.
RIBBED
PULLOVER!

6.
CULOTTE
SKIRT...
3 COLORS!

9.
FLY FRONT
PANTS...
3 COLORS!

4.
EASY SKIRT...
3 COLORS!

6. Fashion's Latest — The Culotte! Up-dated with clever fly front styling and a wide waistband that sports a narrow, slip-through belt. Really dynamite lines... and a great match-up with all these smart parts!

100% Dacron® Polyester Textured Gabardine Weave.

Sizes 4 to 20.

Style 7746L White Style 7746N Mint Green

Style 7746D Soft Blue\$17.50

7. An Awning Striped Ultressa Shirt that picks up all the colors of these exquisite coordinates. With the same great men's wear tailoring.

100% Dacron® Polyester Ultressa Surrah-Weave.

Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 3333U Multi-Color Stripes, as shown\$15.98

8. The "Big Top" Pullover with all the newest fashion innovations. A proudly buttoned stand-up collar, a placket of buttons front, softly gathered shoulder yokes. Note the newness of the dropped shoulder line, cuffed 3/4 sleeves and side slits. A winning idea!

100% Dacron® Polyester Texturized Gabardine Weave.

Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 2095L White Style 2095N Mint Green

Style 2095D Soft Blue\$20.98

9. Tailored Pants with a really super fit. With fly front tailoring, fitted waistband and new easy legs.

100% Dacron® Polyester Gabardine Weave.

Sizes 4 to 20.

Style 7744N Mint Green Style 7744L White

Style 7744D Soft Blue\$17.50

**1.
DOUBLE KNIT
PANTSUIT!**



**2.
DOUBLE KNIT
PANTSUIT!**



**THE BENCONE
PROFESSIONALS
IN ELEGANT
DOUBLE KNITS!**

1. Criss-Cross Stitching sets off the expensive looking shoulder yokes on this handsomely tailored shirt suit. Front buttoning, double button cuffed jacket with buckle-on belt...and stitch-creased pants to match.

100% Polyester Double Knit.

Sizes 6 to 18.

Style 6365L White\$31.98

2. Fashionable Toggle-Type Closures add a super new look to this lean shirt suit. With convertible spread collar, slimming princess lines and stitch-pleated patch pockets. Over stitch-creased easy pants.

100% Polyester Double Knit.

Sizes 6 to 20.

Style 6367L White\$25.98

3. An Elegant Double Knit Pantsuit sports a new look. With a raised, criss-cross stitched yoke that buttons up to a proud mandarin collar. 3/4 sleeved, lean-line tunic over stitch-creased, elastic waist pants.

100% Polyester Double Knit.

Sizes 4 to 16.

Style 6366L White\$29.98

**3.
DOUBLE KNIT
PULLOVER
PANTSUIT!**



**5. DOUBLE KNIT
UNIFORM
MISSY & HALF SIZES!**



4. A True Professional Attitude with buttons trimming the ribbed, stand-up collar and shoulder. An elegant, uncluttered princess silhouette with easy A-shaping and 3/4 sleeves.

100% Polyester Double Knit.

Sizes 6 to 16.

Style 1284L White\$20.98

**4.
DOUBLE KNIT
UNIFORM!**



5. The Western Step-In makes a fashion point with crisp, raised stitching playing up the carefully etched yoke. With a convertible spread collar, long sleeves and buttons on a placket for step-in ease.

100% Polyester Double Knit.

Sizes 4 to 20 and Half

Sizes 14½ to 26½.

Style 1265L White\$21.98

NEW SERVICE!
Charge your order to
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or BankAmericard

BENCONE TAILORS WITH THE NEWEST FASHION DETAILING... AT SUPER PRICES!

1. A Textured Panel Front Suit with a futuristic look. With shaped body-lines, a large Peter Pan collar and back zipper closing. Over elastic waist pants.
100% Polyester Knit.
Sizes 7 to 15 and 8 to 18.
Style 6372L White \$14.98

2. Fashion Ribbon Tucking On An Angle to really catch the eye. A lean, wing collared, front zipping top with 3/4 sleeves ... and elastic waist pants to match.
Dacron® Polyester & Cotton (80/20) Bengaline.
Sizes 8 to 20 \$20.98
Half Sizes 14½ to 24½ \$21.98
Style 6298L White
ALSO: With Short Sleeve Version.
Sizes 8 to 20 \$19.98
Half Sizes 14½ to 24½ \$20.98
Style 6296L White

1.
PANTSUIT
MISSY &
JUNIOR
SIZES!

2.
MISSY &
HALF SIZES ...
IN 3/4 &
SHORT
SLEEVE
LENGTHS!

3.
MISSY &
HALF SIZES ...
4 COLORS!

4.
PETITE!

5.
DOUBLE
KNIT
PANTSUIT!

3. Button-Studded Tabs accentuate the tailoring on this front zipper, wing collared step-in. With lean princess lines and fashion know-how!
Polyester & Nylon (95/5)
Warp Knit.
Sizes 4 to 20 \$13.98
Half Sizes 14½ to 24½ \$14.98
Style 1550L White
Style 1550P Yellow
Style 1550D Blue
Style 1550S Pink

4. A 40's Style Shirt Dress with a coy square neckline accentuated with fashion stitching...and easy-gathering for a newer, softer look. Tie-on belt adds desired shape.
100% Polyester Warp Knit.
Sizes 3 to 13. Petite.
Style 1292L White \$11.98

5. The "Big Top" Pantsuit with great fashion savvy! With a gently gathered yoke and a placketed wing collar. The tie-belted, back zipping shirt top gets elbow length roll-up sleeves...and stitch-creased, elastic waist pants to match.
100% Polyester Double Knit.
Sizes 6 to 18.
Style 6360L White \$24.98

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**1.
SCULPTURED KNIT
PANTSUIT!**

1. A Panel of Rich Floral Sculpturing emphasizes the long, lean shape and raglan sleeves on this great pantsuit. With adjustable 3/4 sleeves and a tie-on belt... pants to match.
100% Polyester Sculptured & Flat Double Knit.
Sizes 6 to 20.
Style 6322L White
\$31.98



**2.
DOUBLE
BREASTED
PANTSUIT!**



3.



**4.
UNIFORM
IN 3/4 AND
SHORT SLEEVES!**



**RICHLIY SCULPTURED
DOUBLE KNITS MAKE
FASHION NEWS AT
BENCONE!**

2. A Raised Snowflake Design adds a new fashion dimension to this exquisitely angled, double breasted blazer suit. With elastic waist pants to match.

100% Polyester "Snowflake" Double Knit.
Sizes 6 to 18.
Style 6393L White \$39.98

3. The New, Narrowed Line of a shirt style done with sculptured welt seaming and a hidden front zipper for step-in ease.

100% Polyester "Snowflake" Double Knit.
Sizes 4 to 20.
Style 1286L White \$29.98

4. A Well-Bred Empire emphasized by a bodice of sculptured flowers and double button accents calling attention to the shirt lines. An A-shaped step-in with 3/4 length sleeves.

100% Polyester Sculptured & Flat Double Knit.
Sizes 8 to 20.
Style 1276L White \$27.98

ALSO: Short Sleeved Version.

Sizes 8 to 20.
Style 1278L White \$26.98

5. Sculptured Floral Pattern highlights the empire silhouette and shirt tailoring of this back zipping pantsuit... with easy-legged pants to match.

100% Polyester Sculptured & Flat Double Knit.
Sizes 4 to 18.
Style 6379L White \$32.98

2.
DOUBLE KNIT!



3.
DOUBLE KNIT!



1.
DOUBLE KNIT!



BENCONE HANDLES THE NEW SPORTY LOOK IN ELEGANT RICH POLYESTER DOUBLE KNITS!

1. The Ease of a Drawstring Belt adds desired softness to this shirt dress...with blue stitch-accented placket collar and breast pocket. Side pockets cleverly hidden in seam.
100% Polyester Year-Round Double Knit.

Sizes 4 to 16.
Style 1279L White \$20.98

2. A Clever 1-Piece Fashion...with the look of three great parts! A back zipping little a-liner gives everyone the impression of being a blouse, vest and front buttoning skirt...it's your secret and your great find!

100% Polyester Double Knit.
Sizes 4 to 18.
Style 1246L White \$18.98

3. The Shape of Today done with a wide-wide waistband and new wrap-around belt effect. A super wing collared uniform with gored, patch pocketed skirt and a soft, sportive air.

100% Polyester Double Knit.
Sizes 6 to 18.
Style 1237L White \$18.98

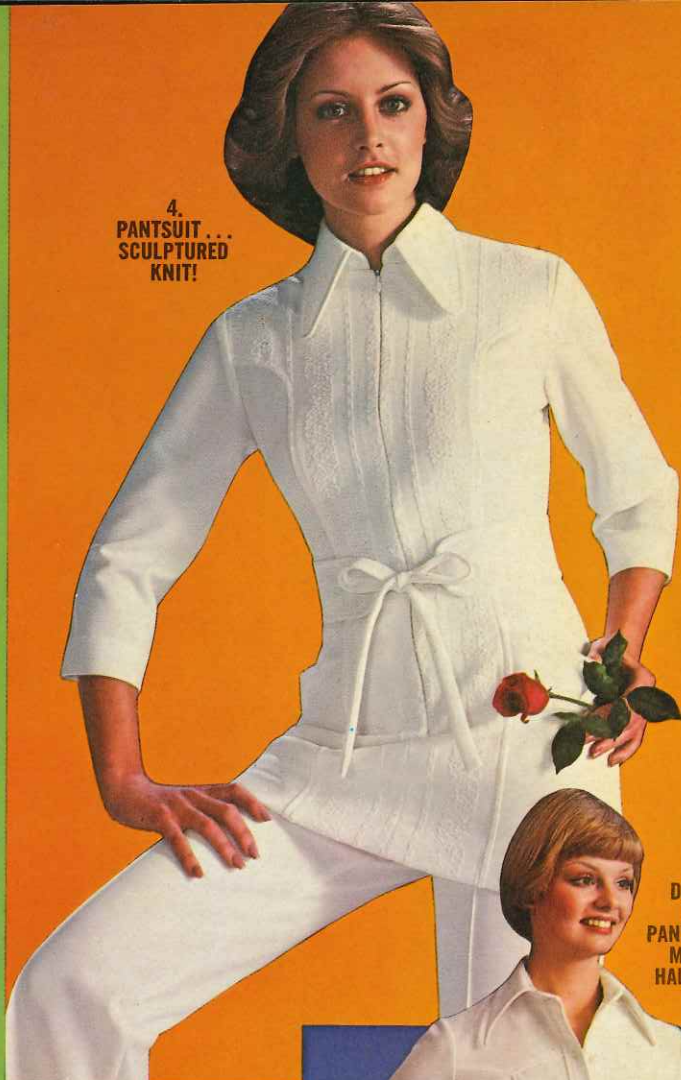
4. A Richly Sculptured Panel, front and back, gives this otherwise simple front zipping pantsuit a new, feminine outlook. With bow-tied belt and stitch-creased pants to match.

100% Polyester Sculptured Double Knit.
Sizes 6 to 20.
Style 6295L White \$31.98

5. The Sporty Classic handsomely drawn with welt seaming, wide shirt collar, side slits and cuffed long sleeves. Super with matching elastic waist pants.

100% Polyester Double Knit.
Sizes 6 to 20 and Half Sizes 14½ to 24½.
Style 6263L White \$28.98

4.
PANTSUIT...
SCULPTURED
KNIT!



5.
DOUBLE
KNIT
PANTSUIT...
MISSY &
HALF SIZES!



1.
PANTSUIT!

2.
UNIFORM!

3.
PANTSUIT!

4.
PANTSUIT!

5.
MISSY,
JUNIOR
& HALF
SIZES!

3. Button-Trimmed Collar and Pockets and a super lean line makes this front zipping, pullover pantsuit a totally "today" look. With elastic pants to match.
100% Polyester Double Knit.
Sizes 4 to 18.
Style 6380L White\$19.98

**CAN YOU IMAGINE
DOUBLE KNIT
PROFESSIONALS
AS LOW AS \$17.98?
BENCONE HAS 'EM
...AND GREAT!**

1. A Tunic Pantsuit shaped with a raised zig-zag stitch about the waist and a beautifully rolled tulip collar. Front zipping, pullover tunic with elastic waist pants.
100% Polyester Double Knit.
Sizes 4 to 16.
Style 6375L White\$24.98

2. Raised Zig-Zag Stitching calls attention to the new whittled-down waistline and easy shape of this front zipping step-in. With a big tulip collar and long sleeves.
100% Polyester Double Knit.
Sizes 4 to 16.
Style 1275L White\$17.98

4. An Expensive Looking Tucked Bib calls attention to the oversized collar and great lines on this pantsuit. Back zipping, waist-emphasized tunic over elastic waist pants.
100% Polyester Double Knit.
Sizes 2 to 16.
Style 6377L White\$24.98

5. The Tuck-Accented Shirt Dress with a handsomely stitched yoke and wide-winging collar... with a gored A-skirt and cuffed short sleeves. Back zipper model with a button-on belt for shaping.
100% Polyester Double Knit.
Sizes 6 to 20, 3 to 15 and Half Sizes 16½ to 26½.
Style 1274L White\$19.98

LUXURY SWEATER KNITS FOR A SOFT, EASY PROFESSIONAL LOOK...FROM BENCONE!

1. A New Western Approach... emphasized with a sweater ribbed yoke, cuffed patch pockets and a unique sleeve treatment playing up the new 3/4 length. Front buttoning jacket smock with easy-legged pants to match.

100% Polyester Double Knit with Sweater Rib Trim.

Sizes 4 to 20.....\$29.98

Half Sizes 14½ to 26½.....\$31.98

Style 6359L White

2. A New Empire Silhouette that's shaped with wide side panels of sweater ribbing. A front zipping, 3/4 sleeved tunic topping matching easy-fitting pants... a marvelous suit idea!

100% Polyester Sweater Rib & Flat Double Knit.

Sizes 4 to 16.

Style 6361L White.....\$28.98

3. A Sporty Shirt Dress with a bodice of snug sweater-ribbing and a band-accented, wide-spread collar. The insert waistband makes for great shape... with a good easy-skirt.

100% Polyester Double Knit and Sweater Rib Combination.

Sizes 6 to 18.

Style 1269L White.....\$20.98

1.
PANTSUIT!

2.
PANTSUIT!

5. An Elegant Panel Effect is smartly accomplished via soft sweater ribbing...and welt seaming to play up the scooped yoke. Front buttoning shirt smock with elastic-waist pants to match.

100% Polyester Double Knit with Sweater Rib Trim.
Sizes 8 to 18.
Style 6382L White
\$18.98

3.

4.
PANTSUIT!

4. The Classic Ease Of A Shirt Suit enriched with panels of expensive looking sweater ribs. A front buttoning jacket with generous spread collar, 3/4 sleeves... and, of course, pants to match.

100% Polyester Sweater Rib & Flat Double Knit.
Sizes 4 to 20.
Style 6358L White
\$29.98

5.
PANTSUIT!
Sweater Rib

GROUP ORDER
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10% Discount on orders
of \$150.00 or more.

1. Two Columns of Tucking play up the lean princess shape on this front zipping step-in. With beautifully rolled wing collar and easy A-line.
Dacron® Polyester & Cotton (80/20) Bengaline.
 Sizes 8 to 20 \$16.98
 Half Sizes 14½ to 26½ \$17.98
 Women's Sizes 40 to 52 \$18.98
 Style 5596L White

1.
MISSY,
HALF &
WOMEN'S SIZES!

2.
LONG &
¾ SLEEVED
VERSIONS ...
IN 2 FABRICS!

3.

PRECISION TUCKING PLAYS UP THE SHIRT LINES ON BENCONE'S BENGALINE PROFESSIONALS!

2. We Played A Bib Of Tucks against a beautifully tailored flat knit for new fashion emphasis. A buttoned bodice that continues on to a front zipper. A two piece look joined with a button-on belt.

Dacron® Polyester & Cotton (75/25) Bengaline.

Long Sleeves.

Sizes 6 to 20 and 4 to 14 Petite \$20.98

Half Sizes 14½ to 24½ and Tall Sizes 10T to 20T \$21.98

Style 1295L White

ALSO: ¾ Sleeved Versions.

In Dacron® Polyester & Cotton (75/25) Bengaline.

Sizes 6 to 20 and 4 to 14 Petite \$19.98

Half Sizes 14½ to 24½ and Tall Sizes 10T to 20T \$20.98

Style 1297L White

In 100% Polyester Knit.

Sizes 6 to 20 and 4 to 14 Petite \$22.98

Half Sizes 14½ to 24½ and Tall Sizes 10T to 20T \$24.98

Style 1305L White

3. An Uncomplicated Silhouette dressed up with a tuxedo bib of precision tucks and a proud stand-up collar. With ¾ adjustable sleeves.

Polyester & Cotton (75/25) Bengaline.

Sizes 4 to 16.

Style 1289L White \$18.98

4. A Tailored Blouse and Skirt Look that's really a super onepiece step-in. With buttons and a zipper front ... and really great long sleeved shirt lines.

Dacron® Polyester & Cotton (75/25) Bengaline.

Sizes 6 to 20 and 4 to 14 Petite \$20.98

Tall Sizes 10T to 20T and Half Sizes 14½ to 24½ \$21.98

Style 1211L White

ALSO: ¾ Sleeved Versions.

In Dacron® Polyester & Cotton (75/25) Bengaline.

Sizes 6 to 20 and 4 to 14 Petite \$19.98

Tall Sizes 10T to 20T and Half Sizes 14½ to 24½ \$20.98

Style 1213L White

5. A Petal Collar crowns this graceful princess skimmer ... growing out of a bib of buttons and tucking. With back zipper and easy lines.

Polyester & Cotton (75/25) Bengaline.

Sizes 8 to 16 and 4 to 14 Petite.

Style 1294L White \$17.98

4.
MISSY,
PETITE,
HALF &
TALL SIZES!
LONG & ¾
SLEEVES!

5.
MISSY & PETITE
SIZES!

1.
PANTSUIT!

2.
MISSY & PETITE!

3.
WESTERN
PANTSUIT!

4.
WESTERN
SHIRT
UNIFORM!

5.
LAYERED
LOOK
FORM!

3. Rich Wide-Wale Ribbing adds an expensive touch to this elegant western idea. A front buttoning, flat knit trimmed shirt jacket over matching flat knit pants that have the always-neat stitched crease.
100% Polyester Sweater Ribbed & Flat Knit.
Sizes 4 to 20.
Style B6344L White\$20.98

4. The Western Shirt Uniform that's loaded with fashion appeal. From the roll of the convertible collar to the snug-fitting ribbed bodice and lithe A-shape. With buttons all the way down to the hemline.
100% Polyester Sweater Ribbed Double Knit and Textured Flat Knit.
Sizes 8 to 18 and 3 to 13 Petite.
Style B1239L White\$16.98

5. The Sportive Layered Look done with a bodice of elegant, lean ribs and a collar-insert V-neckline. With a swinging A-shape and great body-following fit.
100% Polyester Sweater Ribbed Double Knit and Textured Flat Knit.
Sizes 8 to 18 and 3 to 13 Petite.
Style B1240L White\$15.98

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BENCONE GIVES YOU A GREAT RIBBING FOR A SUPER NEW SHAPE!

1. The Relaxed Cardigan Mood makes a marvelous professional. With flat knit placket, spread collar, pockets and tie-on belt. A 3/4 sleeved sweater jacket over flat knit, stitch-creased pants.

100% Polyester Ribbed & Flat Double Knit.
Sizes 4 to 20. Style 6283L White\$19.98

2. A Sporty Professional that gives the impression of being a sweater over a dress... but it's really a super one-piecer. With 3/4 sleeves and back zipper.

100% Polyester Sweater Ribbed & Flat Double Knit.
Sizes 8 to 18 and 3 to 13 Petite.
Style 1148L White\$14.98

1. MATERNITY PANTSUIT!



1. The New Style "Big Top"
Pantsuit makes a marvelous maternity! And it can be worn long after too! Shirttail top with easy gathers and a proud spread collar... with ribbed bib and shoulder accents. Over maternity pants.
100% Polyester Warp Knit.
Sizes 6 to 18.
Style 6389L\$18.98

2. The Sporty "Big Top"
makes for big fashion news when done in a natural muslin. With a criss-cross stitched bib framing a V-necked, wing collar. Back zipping top with 3/4 sleeves.
Easy-Care Polyester & Cotton (50/50).
Sizes 6 to 20.
Style 2738G Natural
Style 2738D Blue\$9.98

3. Special Maternity Pants
with an easy-expanding nylon front panel.
Easy-Care Polyester & Cotton (50/50).
Sizes 6 to 20.
Style 7737R Rust
Style 7737Q Navy \$9.98

4. A Lace Embellished Maternity Top enriched with expensive looking accents at bib and cuffs. With a mandarin collar, back zipper and easy, gathered lines.
100% Polyester Warp Knit.
Sizes 8 to 20.
Style 2082L White \$9.98

5. Denim Blue Maternity Pants that go with all your tops in a great, new way. With expanding nylon front panel and criss-cross fashion stitching at bottom of leg.
Polyester & Cotton (50/50) Denim.
Sizes 6 to 16.
Style 7728D
Denim Blue \$9.98

2. MATERNITY TOP!



3. MATERNITY PANTS!

4. MATERNITY TOP!



5. PANTS!

BENCONE HAS A GROWING INTEREST IN MATERNITY FASHIONS!

6. Today's Layered Look and easy lines make this a great concealer. With pointed wing collar, capped short sleeves and back zipper.
100% Textured Dacron® Polyester Warp Knit. Sizes 6 to 20.
Style 1183L White\$14.98

7. Handle All Expansions Beautifully in this shirred empire with a slimming princess line. Fashioned with rounded collar, back zipper.
Dacron® Polyester & Cotton (80/20) Bengaline. Sizes 4 to 18.
Style 1126L White\$16.98

8. An Oriental Inspiration with beautifully angled welt seaming and a proud stand-up collar. Front zipping top.
100% Textured Polyester Warp Knit.
Sizes 4 to 20. Style 2068L White..\$11.98

9. Fashion-Legged Maternity Pants with easy-fitting maternity panel front and fashion lines.
100% Textured Polyester Warp Knit.
Sizes 4 to 20. Style 7226L White..\$11.98

10. The "Big" Silhouette Is Fashion... especially when done with tucks adding graceful fullness and a regal stand-up collar. Back zipping top over fashion-legged, elastic waist maternity pants.
100% Textured Avlin® Polyester Warp Knit. Sizes 4 to 18.
Style 6293L White\$18.98

8. MATERNITY TOP!



9. MATERNITY PANTS!

10. MATERNITY PANTSUIT!



7. BENGALINE MATERNITY!



6. MATERNITY KNIT!





1A.
SKIMMER!

1B.
PANTSUIT!

3A.
SKIMMER
... MISSY
& HALF
SIZES!

2.
APRON!

3B.
PANTSUIT
... MISSY
& HALF
SIZES!

4B.
PANTSUIT!

4A.
UNIFORM!

BENCONE'S FIRST WITH ON-THE-JOB CAREER APPAREL ... IN GREAT COORDINATED LOOKS!

1. Narrow White Corded Seaming draws attention to the princess lines on these super-shaped step-ins. With white wing collar and cuffs... and hidden front zipper. 100% Textured Polyester Knit.

1A. THE UNIFORM:

Sizes 4 to 20.
Style 1540E Brown Style 1540U Red
Style 1540C Black \$12.98

1B. THE PANTSUIT:

Sizes 8 to 18.
Style 6749E Brown Style 6749U Red
..... \$16.98

2. The Cord Edged Apron to tie-on with this super coordinated image. Bow tie back for easy fit.
Style 3315E Brown Style 3315U Red
..... \$3.50

3. The Layered Look front zipping fashions with bold white stripes playing up the princess lines... and white insert wing collar and cuffed short sleeves to complete the look. 100% Polyester "Vertical" Warp Knit.

3A. THE UNIFORM:

Sizes 4 to 20 \$15.98
Half Sizes 14½ to 24½ \$16.98
Style 1525U Red/White
Style 1525D Blue/White
Style 1525C Black/White

3B. THE PANTSUIT:

Sizes 4 to 20 \$19.98
Half Sizes 14½ to 24½ \$21.98
Style 6724D Blue/White
Style 6724U Red/White
Style 6724C Black/White

4. Delicate Lace Icing and a button-studded ¾ belt help bring out the new fashion angle on these front zipping coordinates. The uniform and pantsuit fashioned with handsomely rolled spread collar, slash pockets and easy-moving lines. 100% Polyester Vertical Rib Warp Knit.

4A. THE UNIFORM:

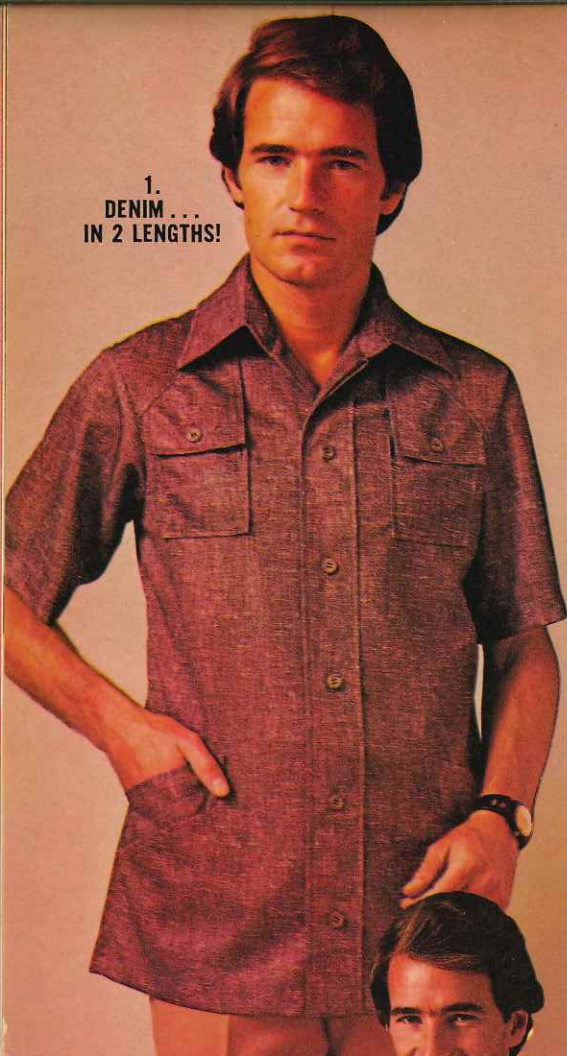
Sizes 4 to 20.
Style B1559D Blue
Style B1559L White \$11.98

4B. THE PANTSUIT:

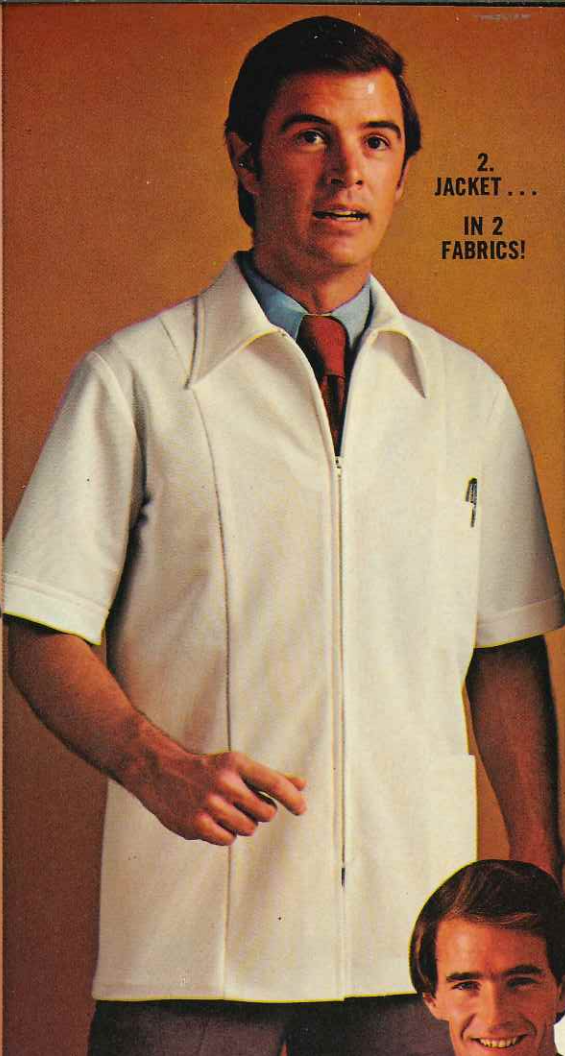
Sizes 4 to 20.
Style B6760P Maize
Style B6760D Blue
Style B6760L White \$16.98

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1.
DENIM ...
IN 2 LENGTHS!



2.
JACKET ...
IN 2
FABRICS!



BENCONE'S SUPER SHIRT JACKETS FOR MEN!

1. The Western Look ... done in rugged denim knit. With two shoulder yokes accented by flapped breast pockets. A great shirt jacket.
100% Polyester Knit.
Sizes 36 to 46 Regular ... in Brown Denim and White.

Sizes 36 to 46 Long ... in White Only.
Style 8214E Brown Denim
Style 8214L White \$22.98

2. An Uncluttered Shirt Line that gets a zipper all the way up to the convertible spread collar ... with panel front styling.

100% Polyester Cord Warp Knit.
Sizes 34 to 48.
Style 8228L White Style 8228D Blue
Style 8228E Brown Style 8228J Gold \$12.98
ALSO: Polyester & Cotton (65/35) Poplin.

Sizes 34 to 48.
Style 8238L White Style 8238D Blue \$11.98

3. A Handsomely Stitched Western sporting a big, bold convertible collar, a welt-seamed yoke and slimming panel front effect.

100% Textured Polyester Knit.
Sizes 36 to 46.
Style 8226L White Style 8226D Blue
Style 8226J Gold \$19.98

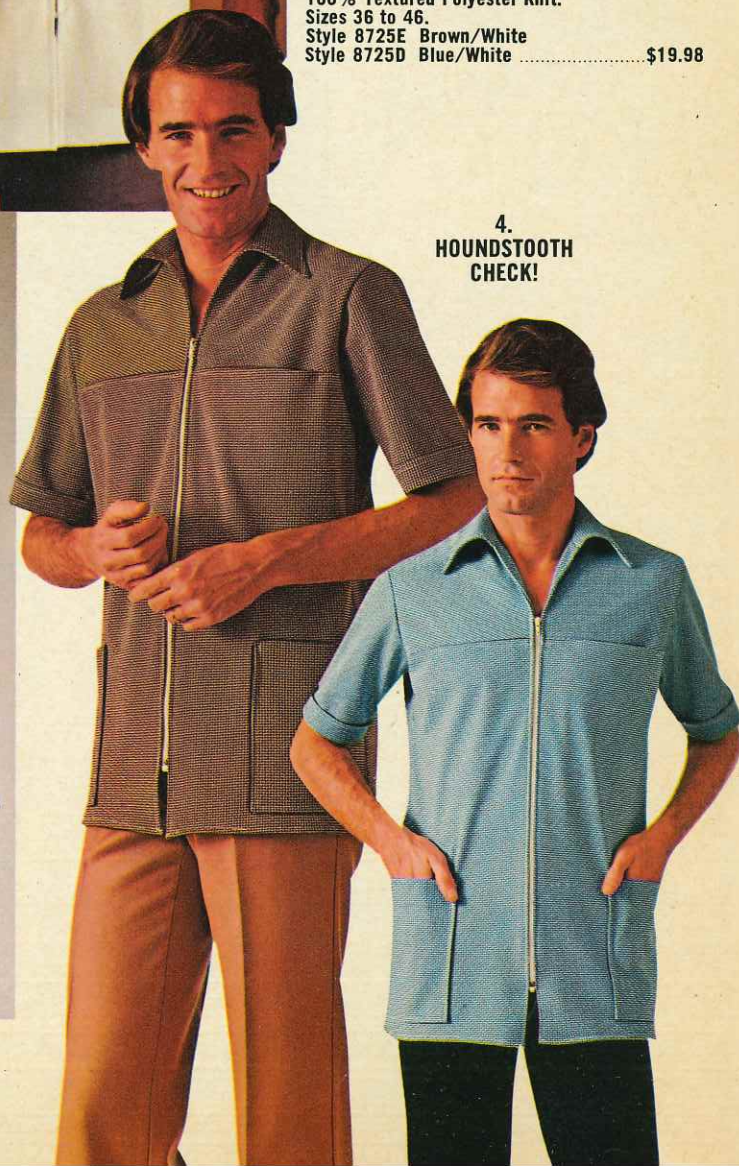
4. A Snappy Houndstooth Check makes big fashion news on this super-tailored jacket. With a handsome big collar, breast pocket slit right into the yoke and big white zipper.

100% Textured Polyester Knit.
Sizes 36 to 46.
Style 8725E Brown/White
Style 8725D Blue/White \$19.98

3.
NEW
WESTERN!



4.
HOUNDSTOOTH
CHECK!



NEW SERVICE! Charge your order to your
Master Charge or BankAmericard

1.
SHIRT ...
IN 6 COLORS!

**BENCONE IS TOPS FOR CAREER
AND INDUSTRIAL WEAR IN
DURABLE EASY CARE DACRON®
POLYESTER & COTTON...**

*** ALL THE NEW COLORS,
* ALL REINFORCED AT POINTS
OF STRESS & ALL
MACHINE WASHABLE!**

2.
JACKET ...
IN 7 COLORS!

3.
PANTS

9A.
DACRON®
100% POLYESTER
SHORT SLEEVE
SMOCK!

9B.
3/4
SLEEVE
SMOCK!

5.
MEN'S SHIRT!

7.
LADIES'
BLOUSE!

6.
MEN'S
JEANS!

8.
LADIES'
JEANS!

4.
OFFICE COAT ...
IN 4 COLORS!

5. Classically Tailored Man's Shirt with a convertible, lined collar and cuffs. 2 large button-thru pockets.
Polyester/Combed Cotton (65/35) Easy-Care Blend.
Sizes S(36-38), M(40-42), L(44-46), XL(48-50).
Style 8729D Blue Style 8729F Light Grey
Style 8729G Tan Style 8729L White
\$6.98

6. Men's Jean Cut Uniform Pants with front pocket, patch hip pockets and new flare legs. In finished lengths.
Polyester & Cotton (65/35) Easy-Care Blend.
Waist Sizes 28 to 42.
Inseam Sizes 29 to 35.
Style 9210Q Navy Style 9210L White
Style 9210F Grey Style 9210E Brown
\$10.98

7. The Ladies' Blouse with one breast pocket, notch collar with expensive taffeta collar lining and classic lines.
Polyester & Combed Cotton (65/35) Easy-Care Blend.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42), XXL(44-46).
Style 3330G Tan Style 3330K Light Green
Style 3330D Petrol Blue Style 3330L White
\$6.98

8. Jean Cut Pants for Her... with front pocket and patch hip pockets. Contrast stitching plays up the fashion lines... and fly front.
Polyester & Cotton (65/35) Easy-Care Blend.
Sizes 8 to 18.
Style 7743Q Navy Style 7743L White
Style 7743E Brown
Style 7743K Spruce Green\$10.98

9. The Shirt Smock with 4 big pearly buttons leading up to a convertible spread collar. With patch pockets.

9A. Short Sleeve Version.
100% Dacron Textured Polyester Warp Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2756J Gold Style 2756L White
Style 2756D Blue Style 2756C Black
Style 2756U Red \$7.50

9B. 3/4 Sleeved Version.
Style 2758U Red Style 2758L White
Style 2758D Blue Style 2758C Black
Style 2758J Gold \$7.98

1. The Easy Shirt with today's fuller silhouette and a great shirt look. With convertible spread collar, short sleeves.
Dacron® Polyester/Cotton (65/35).
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42), XXL(44-46).
Style 2754A Aqua Style 2754U Red
Style 2754L White Style 2754Q Navy
Style 2754J Gold Style 2754D Blue
\$7.98

2. The Longer Princess Jacket with a lean, semi-fitted line and 6 big pearly buttons leading up to a convertible spread collar. 2 super-sized pockets and 3/4 sleeves.
Dacron® Polyester/Cotton (65/35).
L(16-18), XL(40-42), XXL(44-46).
Style 2736S Pink Style 2736L White
Style 2736J Gold Style 2736U Red
Style 2736A Aqua Style 2736Q Navy
Style 2736D Blue \$9.98

3. The Color-Matched Pants with stitched creases, elastic waistband and 2 set-in pockets.
Dacron® Polyester/Cotton (65/35) Blend.
Sizes 8 to 20 and Extra Sizes 42 and 44.
Style 7742E Brown Style 7742A Aqua
Style 7742D Blue Style 7742L White
Style 7742J Gold Style 7742Q Navy
\$8.98

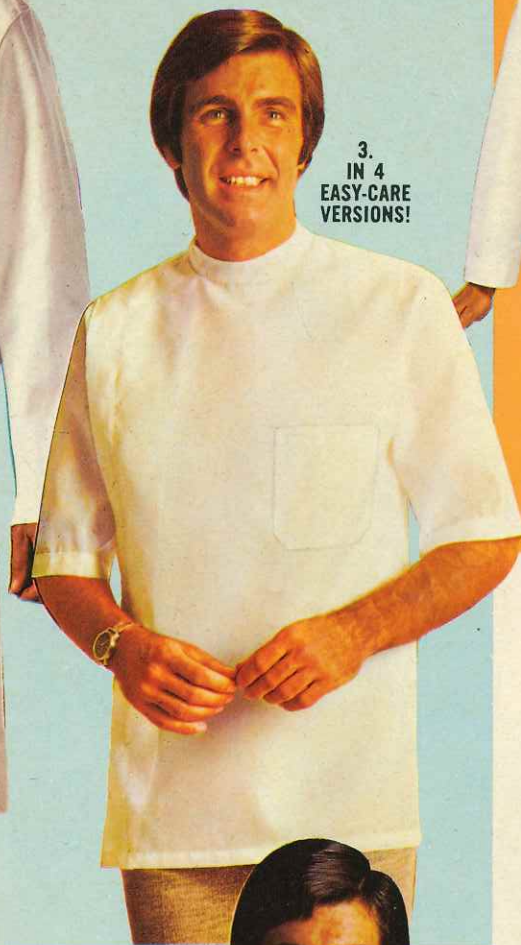
4. The 30" Long Office Coat handsomely tailored with 3-buttons front and 3 handy patch pockets. Long sleeves and smart lines.
Dacron® Polyester/Cotton (65/35).
Sizes 34 to 50.
Style 8730Q Navy Style 8730J Gold
Style 8730D Blue Style 8730L White
\$9.98

PROFESSIONAL WEAR EXCEPTIONAL VALUES... FOR MEN & WOMEN!

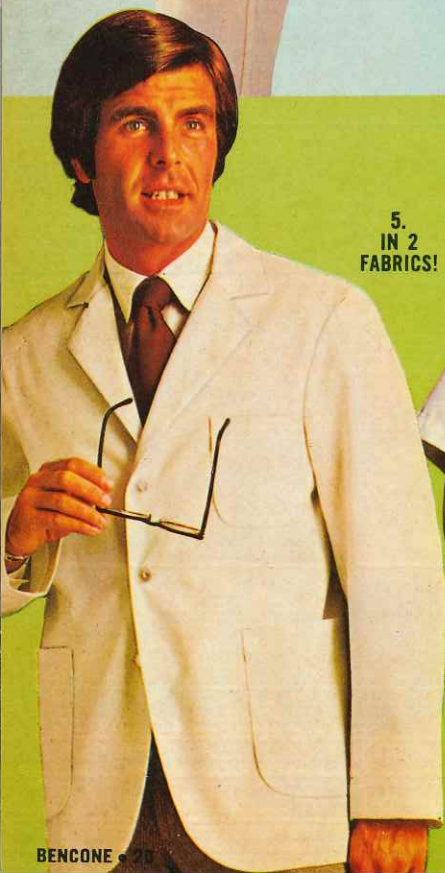
4.
LAB COAT
IN 3
VERSIONS!



3.
IN 4
EASY-CARE
VERSIONS!



5.
IN 2
FABRICS!



6.
IN 2
FABRICS!



2.
MISSY
LAB COAT
IN 2 FABRICS
& XL SIZES!



1.
MEN'S
LAB COAT
IN 2 FABRICS!



1. Lab Coat for him... three patch pockets, single breasted, notch collared.

Dacron® Polyester & Cotton (65/35) Twill.

Sizes 34 to 48. Style 8213L White \$13.98

ALSO: 100% Polyester Warp Knit.

Sizes 34 to 48. Style 8223L White \$14.98

2. Lab Coat for her... single breasted, notch collar, 2 button-accented patch pockets.

Dacron® Polyester & Cotton (65/35) Poplin.

Sizes 6 to 20 and 40 to 48. Style 2055L White \$11.98

ALSO: 100% Polyester Warp Knit.

Sizes 6 to 20 and 40 to 48. Style 2065L White \$14.98

3. Traditional Professional with side closing, raised neckline, breast pocket.

Durable Press Dacron® Polyester & Cotton with Gripper Snap Closings.

Sizes 34 to 48. Style 8216L White

Style 8216D Light Blue \$11.98

ALSO: With Zipper Closing & Belted Back.

Sizes 34 to 46. Style 8217L White

Style 8217D Light Blue \$13.98

ALSO: Hip Length with 3-pockets and gripper closing.

Sizes 34 to 48 and Tall sizes 38 to 46.

Style 5289L White \$10.98

ALSO: In Dacron® Polyester & Nylon (60/40) Cord.

Sizes 34 to 46. Style 8215L White \$11.98

4. All Purpose Lab Coat for physicians, technicians, lab men. With 3 large pockets.

Easy Care Cotton Duck... with Gripper Closings.

Sizes 34 to 48. Style 4421L White \$11.98

ALSO: Dacron® Polyester & Cotton With Button Closings.

Sizes 34 to 48. Style 4482L White Style 4482D Blue \$13.98

SHORTY LENGTH: Polyester & Combed Cotton (65/35) Gabardine... with Button Closings.

Sizes 34 to 48. Style 8219L White \$13.98

5. The VIP Blazer with shaped waist, broad lapels, center vent. Proportioned sizes.

Kodel® Polyester & Cotton Twill.

Sizes 34 to 42 Short; 34 to 48 Regular; 38 to 46 Long.

Style 5691L White \$12.98

ALSO: Kodel® Polyester & Cotton Poplin.

Sizes 34 to 48 Regular. Style 5693L White Style 5693D Blue

Style 5693Q Navy Style 5693J Gold \$10.98

6. The Californian with wide convertible collar, zipper front, side vents, 3 patch pockets.

Dacron® Polyester & Cotton Durable Press Poplin.

Sizes S(34-38), M(40-42), L(44-46), XL(48-50).

Style 4190L White Style 4190K Green Style 4190D Blue

Style 4190L White Style 4190K Green Style 4190D Blue \$11.98

ALSO: Dacron® Polyester & Nylon (60/40) Cord.

Style 8218L White Style 8218D Blue \$12.98

BENCONE professional

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1.



2.
PANTSUIT ...
MINI-CHECK KNIT!

3.
UNIFORM
MINI-CHECK
KNIT!



1. The Tuxedo Style Empire with an impressive bib of crisp, clean tucks played up with a column of buttons and a rounded Peter Pan collar. A 3/4 wrap-around belt adds to the easy empire line ... and the 3/4 sleeves can be rolled for the new elbow length.

Dacron® Polyester & Cotton (75/25) Bengaline.

Sizes 3 to 15.

Style 1288L White\$16.98

2. The Coachman Shaped Pantsuit with a great, new fashion ease. The sculptured princess line angles to create soft, waist interest. Front zipping, button-studded top over stitch-creased pants.

100% Textured Dacron® Polyester Mini-Check Knit.

Sizes 4 to 18.

Style 6371L White\$16.98

3. The Coachman Dress with a newer, younger shape that takes its line from the princess ... but is softened with a moderately gathered empire line. Front zipping, button-studded step-in.

100% Textured Dacron® Polyester Mini-Check Knit.

Sizes 3 to 15.

Style 1287L White\$10.98

BENCON'S "CLASSIC" APPROACH TO PROFESSIONAL FASHION... IN BENGALINE & 100% DACRON® POLYESTER DUPREME!

1. Elegantly Tucked Diamonds trim this otherwise classically-simple skimmer. Featuring a hidden front zipper, proud stand-up spread collar, lean princess shape and long blouse sleeves. Elegant!
Easy-Care Dacron® Polyester/Cotton (80/20) Bengaline.
Sizes 6 to 20, 3 to 15 and Half Sizes 16½ to 26½.

Style 1280L White\$18.98

ALSO: In 100% Texturized Dacron® Polyester Dupreme.

Sizes 6 to 20, 3 to 15 and Half Sizes 16½ to 26½.

Style 1290L White\$22.98

2. A Classic Shirt Dress with a whittled-down body line emphasized by a bib of beautiful tucking. With a button-accented front belt, a smartly shaped collar and yoke line and cuffed short sleeves.

Easy-Care Dacron® Polyester & Cotton (80/20) Bengaline.

Sizes 6 to 20 and 3 to 15.

Style 1272L White\$16.98

ALSO: In 100% Texturized Polyester Dupreme.

Sizes 6 to 20 and 3 to 15.

Style 1282L White\$21.98

3. A Sculptured Bib Insert makes all the difference on this princess shaped pantsuit. A shirt style tunic with hidden front zipper, 3/4 sleeves and a convertible spread collar. Over stitch-creased, easy-legged pants.

Easy-Care Dacron® Polyester & Cotton (80/20) Bengaline.

Sizes 4 to 20 and Half Sizes 16½ to 26½.

Style 6388L White\$25.98

4. Three Columns of Tucking and button studs emphasize the beautifully seamed bib on this princess shirt dress. With 3/4 adjustable sleeves, a spread Peter Pan collar and a tie-on belt for desired shaping.

Easy-Care Dacron® Polyester & Cotton (80/20) Bengaline.

Sizes 6 to 20, 3 to 15 and Half Sizes 16½ to 26½.

Style 1283L White\$18.98

ALSO: 100% Dacron® Polyester Double Knit.

Sizes 6 to 20, 3 to 15 and Half Sizes 16½ to 26½.

Style 1293L White\$21.98

5. The Pantsuit Version done with the same great fashion lines and the same easy shirt styling. With a tie-on belt to emphasize the waist. Tunic over stitch-creased pants.

Easy-Care Dacron® Polyester & Cotton (80/20) Bengaline.

Sizes 4 to 20.

Style 6370L White\$25.98

3.
PANTSUIT
MISSY &
HALF SIZES!

CLASSIC
UNIFORMS

5.
PANTSUIT!

4.
MISSY,
JUNIOR &
HALF SIZES
IN BENGALINE
& DOUBLE KNIT!

1. Two Columns Of Lace & Tucking adds a spiffy tailored look to this lithe empire line. With body-following princess seaming and a big, proud spread collar.

100% Polyester Warp Knit.

Sizes 3 to 13 Petite.

Style 1306L White\$9.98

2. The Sophisticated Tie-Back that's loaded with fashion. From the soft body lines to the handsome spread of the collar... from the cuffed short sleeves to the swing of the hem.

100% Polyester Smooth Warp Knit.

Sizes 4 to 16.

Style 1203L White\$10.98

1.
LACE & TUCKING!

2.
TIE-BACK
UNIFORM!

BENCONÉ'S HANDSOMELY TAILORED PROFESSIONALS IN BENGALINE AND KNIT... AS LOW AS \$9.98!

3. Ribbed Emphasis draws attention to the lean princess lines on this front zipper skimmer. With a big notch collar and 3/4 sleeves.

Dacron® Polyester & Cotton (75/25) Bengaline with Stretch Sweater Rib Polyester Double Knit Trim.

Sizes 8 to 20\$16.98

Half Sizes 14½ to 24½\$17.98

Style 1301L White

4. Rich Sweater Ribbing calls attention to the angled yoke and short, cuffed sleeves. A swinging A-liner with a front zipper leading up to a proud spread collar.

100% Textured Polyester Warp Knit with Sweater Ribbed Trim.

Sizes 8 to 20\$15.98

Half Sizes 14½ to 24½\$16.98

Style 1302L White

ALSO: In Polyester & Cotton (75/25) Bengaline with Sweater Ribbed Trim.

Sizes 8 to 20\$15.98

Half Sizes 14½ to 24½\$16.98

Style 1312L White

4.
MISSY &
HALF SIZES!
IN TWO FABRICS!

3.
COMBINATION
BENGALINE
AND KNIT...
MISSY &
HALF SIZES!

1.
LACE &
TUCKING!



1.

2.

1. A Precision Tucked Bib emphasizes the slimming princess lines on this mandarin collared A-liner. With cuffed short sleeves, angled pockets. Dacron® Polyester & Cotton (75/25) Bengaline. Sizes 2 to 16. Style 1268L White\$16.98

2. A Button-On Belt and button tabs accentuate the timely shirt lines on this front zipping step-in. With tucked bodice, wide spread collar and A-shape. Dacron® Polyester & Cotton (75/25) Bengaline. Sizes 8 to 20. Style 1296L White\$17.98

3. A Wide Insert Waistband cuts a definite shape on this lithe A-line skimmer. With shirt collar, gored skirt and a smartly tucked bodice. Dacron® Polyester & Cotton (75/25) Bengaline. Sizes 6 to 20\$17.98
Half Sizes 14½ to 24½
Style 1273L White\$18.98



3.
MISSY
& HALF SIZES!

BENCONE'S COOL, CRISP BENGALINES... SHAPES WITH A NEW FASHION EASE!



4. Angled Tucks create a great fashion look while emphasizing the sculptured princess shape of this A-liner. With rounded collar, cuffed short sleeves. Dacron® Polyester & Cotton (75/25) Bengaline. Sizes 8 to 18 and 2 to 14 Petite. Style 1270L White\$17.98

5. Rich Looking Ruching draws a beautiful angle on the shoulder yokes and slanted pockets of this front zipping step-in. With big point, convertible collar. Dacron® Polyester & Cotton (75/25) Bengaline. Sizes 8 to 20\$16.98
Half Sizes 14½ to 24½\$17.98
Women's Sizes 40 to 52\$18.98
Style 1303L White

4.
MISSY &
PETITE!

5.
MISSY,
HALF &
WOMEN'S
SIZES!



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MONEY BACK GUARANTEE**
If not completely satisfied
with your purchase, return in
original condition within 30
days for refund or
exchange.

1.
PETITE!



2.
MISSY &
HALF SIZE
PANTSUIT!



3.
SKIMMER!



1. Vertical Texturing adds to the long, lean line of this modified empire step-in. With front zipper leading up to a wide notch collar... accentuated by a double row of buttons and smart seaming. 100% Textured Polyester Vertical Rib Knit. Sizes 3 to 15 Petite. Style 1300L White\$10.98

2. Expensive Looking Checked Texturing adds an elegant air to this beautifully tailored pantsuit. With a rounded collar, full zipper front and button-studded 3/4 belt to emphasize the lean lines. Pants with stitched-crease and elastic waist. 100% Textured Polyester Check Knit. Sizes 8 to 20\$16.98 Half Sizes 14½ to 24½. Style 6396L White\$17.98

3. A Delightful Step-In Skimmer highlighted with fresh-looking, shirred patch pockets and a precision-pointed collar. A lithe skimmer with narrowed princess shaping. 100% Textured Dacron® Polyester Vertical Rib Knit. Sizes 4 to 20. Style 1299L White\$10.98

4.
BLAZER
PANTSUIT!



5.
PANTSUIT!



HI-FASHION UNIFORMS ONLY \$10.98! PANTSUITS AS LOW AS \$16.98!

4. The Blazer Pantsuit that's suited for the fashion connoisseur. With sculptured seaming, a handsome notch collar and 3/4 belting. Note the curved pockets and stitch-creased, fashion leg pants. 100% Textured Dacron® Polyester Double Knit. Sizes 4 to 18. Style 6394L White\$22.98

5. Buckle Tabbing emphasizes a moderate empire line on this shirt style pantsuit. With a wide Plymouth collar, back zipper and shapely silhouette. Comes with stitch-creased pants. 100% Textured Dacron® Polyester Mini Check Knit. Sizes 4 to 18. Style 6395L White\$16.98

1. The New Shirt Look with western flavoring. Perfect to tuck into or wear over your skirts or slacks. With a hidden side pocket and shirttail bottom.
100% Polyester Warp Knit Pique.
Sizes 4 to 16.
Style 2086L White ..\$12.98

2. Western Jeans with 2 pockets front...and 2 pockets back. Fly front style pants with an elastic back for easy fit.
100% Polyester Warp Knit Pique.
Sizes 4 to 16.
Style 7235L White ..\$12.98

2.
NEW
FLY
FRONT
JEANS!

1.
BLOUSE
TO
WEAR
IN
OR
OUT!

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& A GREAT JUMPSUIT
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POLYESTER PIQUE KNIT
WITH SOIL RELEASE FINISH**

resists stains and adds life to these fashions because they need less washing and less care.

3.
TOP WITH
EXPENSIVE
SMOCKING!

4.
JUMPSUIT!

3. A Fanfare of Smocking makes for a really dynamic yoke on this otherwise classic shirt smock. With buttons on a placket and a convertible spread collar.
100% Polyester Warp Knit Pique.
Sizes 6 to 20.
Style 2085L White\$12.98

4. The Long and Lean Jumpsuit with great shirt tailoring! A wide spread collar, front zipper and angled patch pockets. With a buckle-on belt for great shape!
100% Polyester Warp Knit Pique.
Sizes 4 to 16.
Style 6392L White\$19.98

5. There's Special Back Interest on this 20's shaped jacket. With a sculptured notch collar, 3/4 insert waistband to add softness and shape and buttons front.
100% Polyester Warp Knit Pique.
Sizes 6 to 18.
Style 2083L White\$12.98

6. The New Mandarin Influence is played up with a bib of raised stitching and simple, uncluttered lines. Front zipper slipover with 3/4 sleeves.
100% Polyester Warp Knit Pique.
Sizes 8 to 20.
Style 2084L White\$13.98

7. Fashion Legged Pants with a stitched-crease for an always perfect line. With elastic waist for easy fit.
100% Polyester Warp Knit Pique.
Sizes 4 to 20 and Half Sizes 14½ to 24½.
Style 7236L White\$9.98

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5.
TOP WITH
SPECIAL
BACK BELT
INTEREST!

6.
TOP
MISSY &
HALF
SIZES!

7.
PANTS ...
MISSY &
HALF SIZES!

7.
PANTS ...
MISSY &
HALF SIZES!

BENCONE SUPER VALUES IN LAB COATS & JACKETS FOR MEN & WOMEN!

1. The Notch Collared Lab Coat with whittled-down body lines, two flapped patch pockets and long sleeves. With big pearly buttons front.

Polyester & Cotton Easy-Care Blend.
Sizes 4 to 20.

Style 2093L White

Style 2093D Blue\$12.98

ALSO: 100% Polyester Knit Jersey.

Sizes 4 to 20.

Style 2103L White

Style 2103D Blue\$13.98

2. Handsome Men's Wear Tailoring makes this front buttoning, long sleeved lab coat something special. With 3 patch pockets.

Polyester & Cotton (65/35) Easy-Care Blend.

Sizes 34 to 48.

Style 8229L White\$13.98

1.
IN 2
FABRICS!

2.

3.
IN 2
FABRICS!

4.
MEN'S
JACKET!

3. Double Breasted Lab Coat along coachman lines...with a shaped notch collar and princess lines. With back belt and long sleeves.

Dacron® Polyester & Nylon (60/40)
Knit Jersey.

Sizes 6 to 18.

Style 2035L White\$12.98

ALSO: Dacron® Polyester & Cotton
(80/20) Superfaiile Bengaline.

Sizes 6 to 18.

Style 2045L White\$13.98

4. A Wide Convertible Collar leads the way down to the front zipper and lean lines on this great professional. With sectioned breast pocket and 2 patch pockets.

100% Polyester Warp Knit.

Sizes 36 to 46.

Style 8202L White

Style 8202D Blue\$10.50

LUXURY VERTICAL CORDED KNIT LAB COATS!

5. The Feminine Version with meticulous care given to detail and tailoring. With fusible, shaped linings in the carefully made notch collar. A 37" long coat with half belted back and long sleeves.

Luxury 100% Polyester Vertical Cord
Knit.

Sizes 28 to 40.

Style 2064L White\$19.98

6. The Masculine Version with 3 smartly treated patch pockets. Tailored with fusible, shaped linings in the collar for excellent shape retention. A long sleeved, 38" coat with vented back and belt back.

Luxury 100% Polyester Vertical Cord
Knit.

Sizes 34 to 48.

Style 8220L White\$19.98

5.
LUXURY
TAILORING!

6.
LUXURY
TAILORING!

7.
"COMFORT WALKER"
FOR HIM & HER!



THE NEW FASHION RAGE!

7. The Comfort Walker contoured to your foot to make you feel like you're walking on air. With ribbed non-skid soles and a handsome professional design. Soft Glove Leather.

Men's Sizes 6½ to D Width (no 11½).

Style 3017L White\$25.98

Women's Sizes 6-11N (AA); 4½-11M (B-C);

5-11W (D-E).

Style 3015L White Style 3015C Black. \$20.98

1. The Moccasin-Style Wedgie with smart looking fashion stitching drawing attention to the comfortably rounded toe and a low wedge line. With inner cushioned arch support for 24-hour comfort. Soft Glove Leather.
 Sizes 5-12N (AA); 4-12M (B-C); 5-12W (D-E); 5-12WW (EE-EEE).
 Style 3022L White
 \$16.98

1.
 3022L ...
 Extra Wide Widths!



2.
 3039L

2. The Fashionable Professional with a comfortable non-skid wedge sole and 3-eyelet tie design. With perforations for cool comfort... and welt seaming to emphasize the bumper-toe look. No need to polish — just wipe clean with soap & water. Man made upper.
 Sizes 6-11N (AA); 4½-11M (B-C); 5-11W (D-E)
 Style 3039L White ... \$14.98



...BENCONE'S NEW COMFORT-MINDED PROFESSIONALS... AS LOW AS \$14.98!

3. Side Gored Step-In ... with classic cushioned arch support, ribbed flexible moderate stack heel. Soft Glove Leather.
 Sizes 6-11N (AA); 4½-11M (B-C); 5-11W (D-E).
 Style 3020L White ... \$18.98

4. A Sporty Looking Professional with oblique toe, hand-laced vamp and a 3-eyelet tie design ... with rippled, flexible crepe all-in-one sole. Soft Glove Leather.
 Sizes 6-11AA; 5-10B; 5-10C.
 Style 3035L White ... \$20.98

5. The Hi-Fashioned Wedgie with baseball lace-up oxford styling, cushion crepe wedge soles and today's bumper-toe styling. Soft Glove Leather.
 Sizes 5-12AA; 4½-12B; 5-12C.
 Style 3009L White ... \$20.98

6. The Great Classic with 5-eyelet design, cushioned arch and a natural shaped last. Kool-air ventilation and classic moccasin styling. Soft Glove Leather.
 Sizes 5-12N (AA); 4-12M (B-C); 5-12W (D-E); 5-12WW (EE-EEE).
 Style 3034L White ... \$21.98

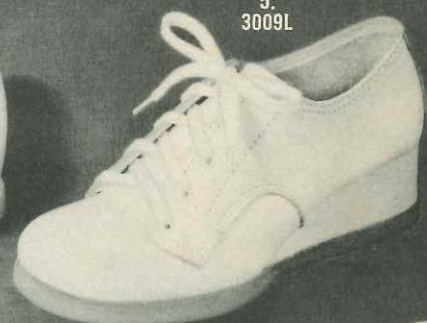
7. The Fashion Sling ... a new look of cushioned crepe underlining a glossy wooden wedge construction. Unique loafer styling with adjustable sling back. Soft Glove Leather.
 Sizes 5½-12AA; 4-12B; 5-10C.
 Style 3030L White ... \$22.98



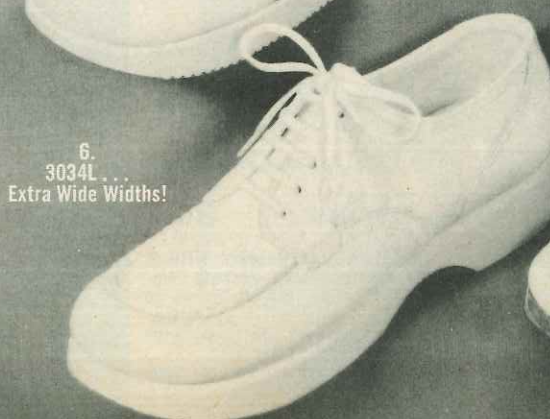
3.
 3020L



4.
 3035L



5.
 3009L



6.
 3034L ...
 Extra Wide Widths!



7.
 3030L



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B. Nursemates Side-Tie Comfort-Shoe
with soft tricot lining, and
cushioned arch. A magic walker with
Kool-air ventilation. Soft Glove
Leather. Glide along comfort sole.
Sizes 5-12N (AA); 4½-12M (B-C);
5-12W (D-E).
Style 30321. White \$23.98

C. The Diamond Wedge with a super-embossed diamond pattern highlighting the fashion look. With cushioned arch support. Soft Glove Leather. Glide along comfort sole. Sizes 6-11N (AA); 4½-11M (B-C); 5-11W (D-E).
Style 30261. White \$22.98

A. A Soft, Welt Seamed 4-Eyelet Tie
with wedge sole, soft tricot lining,
cushioned arch and Kool-air ventilation
for a most comfortable fit. Natural
shaped last. Soft Glove Leather.
Sizes 5-12N (AA); 4-12M (B-C); 5-12W (D-E).
Style 3033L White.....\$24.98

**W CREPE
LES!**

**D.
3023L**

Fashionable
with rich welt
ing and crepe soles.
le buckle closing,
edge look. Soft
leather.

**E.
3038L**

D. The Fashionable
T-Strap with rich welt
seaming and crepe soles.
Adjustable buckle closing,
new wedgie look. Soft
Glove Leather.
Sizes 5-12AA; 4-12B;
5-10C.
Style 3023L White
\$23.98

E. The High Wedgie Slip-on with soft, pucker-stitched vamp, gored design and cushion crepe soles. Soft Glove Leather.
Sizes 6-12AA; 5-12B; 5-10C.
Style 3038L White \$23.98

F.
3037L

CLASSIC PROFESSIONALS FROM VINER!

G. The 2-Eyelet Tie
Oxford with a stack heel
and our new flex-lite
construction that folds in
your hand. Soft Glove
Leather.
Sizes 6-12AA; 5-12B;
5-10C.
Style 3036L White \$18.98

H. 3015L
2 COLORS

H. The Contoured "Walker" with a new, natural design contoured to your foot for total freedom and comfort. With inner arch support. Soft Glove Leather.
 Sizes 6-11N (AA); 4½-11M (B-C); 5-11W (D-E).
 Style 3015L White Style 3015C Black \$20.98

I. The T-Strap "Walker" with adjustable buckle closure, comfort-contoured soles and inner arch support. Soft Glove Leather.
 Sizes 6-11N (AA); 4½-11M (B-C); 5-11W (D-E).
 Style 3027L White \$20.98

BENCONE'S "WALKERS"...
NEW COMFORT DESIGNS
FROM NURSE MATES!

[illegible]

	16	18	20
6-	37½-	39-	41-
7	38½	40½	42½
7-	28½-	30-	32-
8	29½	31½	33½
8-	39½-	41-	43-
9	40½	42½	44½

11-	13	15
34- 35	35½- 36½	37- 38
25- 26	26½- 27½	28- 29
36- 37	37½- 38½	39- 40

2	22½	24½	26½
	45- 46½	47- 48½	49- 50½
	37½- 39½	40- 42	42½- 44½
2	46- 47½	48- 49½	50- 51½

1.
3022L...
Extra Wide Widths!

2.
3039L

2 The Fashionable Professional with a comfortable

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... BENCON
COMFORT-M
AS LOW AS

3. Side Gored Step-In . .
cushioned arch support, r
moderate stack heel. Soft
Sizes 6-11N (AA); 4½-11
Style 3020L White . . \$1

4. A Sporty Looking Prof
hand-laced vamp and a 3-
rippled, flexible crepe all-
Leather.
Sizes 6-11AA; 5-10B; 5-11
Style 3035L White . . . \$2

5. The Hi-Fashioned Wed
oxford styling, cushion cr
bumper-toe styling. Soft C
Sizes 5-12AA; 4½-12B; 5
Style 3009L White . . . \$2

6. The Great Classic with arch and a natural shaped classic moccasin styling. Sizes 5-12N (AA); 4-12M (5-12WW (EE-EEE)). Style 3034L White . . . \$1

7. The Fashion Sling . .
crepe underlining a gloss
Unique loafer styling with
Glove Leather.
Sizes 5½-12AA; 4-12B; 5
Style 3030L White . . \$'

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DEDUCT: Quantity discounts or Bonus & Credit Certificates	\$
Sub Total	\$

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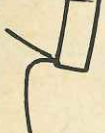
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Fashion Legs with an
elastic waistband for
easy fit.
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Sizes 4 to 20.
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5-6 Garments \$1.75 — 7 or more Garments \$1.95

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Deposit required) Charge my Credit Card (Credit Card minimum charge \$15)

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- Bank Americard

Acct. No.

Good Thru

Merchandise Total \$

DEDUCT: Quantity discounts or Bonus & Credit Certificates \$

Sub Total \$

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Total Amount of Order \$

Amount Enclosed \$

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city _____ state _____ zip _____

name _____

street _____

city _____ state _____ zip _____

GUIDE TO BODY MEASUREMENTS!

MISSES & PETITE SIZE CHART:

Size is	8	10	12	14	16	18	20
If fullest part of bust is	32½-33	33½-34	34½-35½	36-37	37½-38½	39-40½	41-42½
If waist is	23½-24	24½-25	25½-26½	27-28	28½-29½	30-31½	32-33½
If hips are	34½-35	35½-36	36½-37½	38-39	39½-40½	41-42½	43-44½

JUNIOR SIZE CHART:

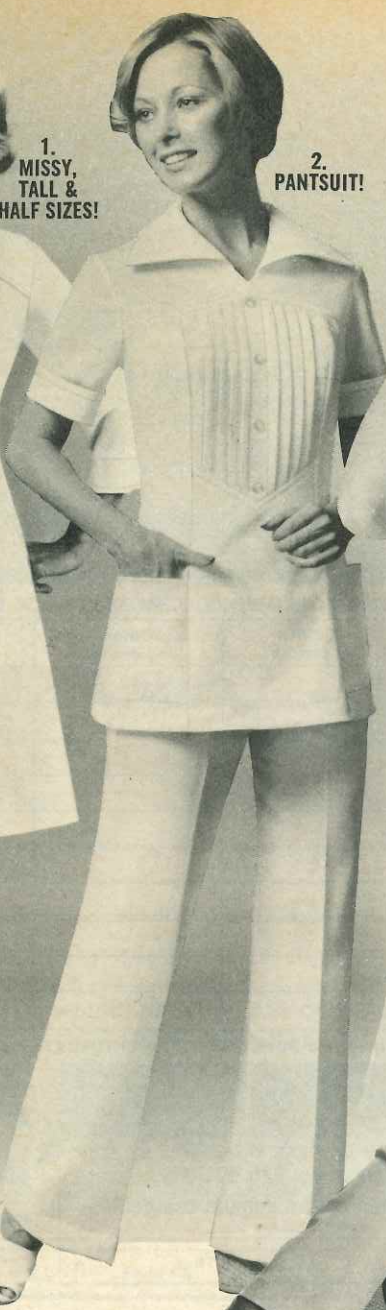
Size is	5	7	9	11-	13	15
If fullest part of bust is	31-31½	32-32½	33-33½	34-35	35½-36½	37-38
If waist is	22-22½	23-23½	24-24½	25-26	26½-27½	28-29
If hips are	33-33½	34-34½	35-35½	36-37	37½-38½	39-40

HALF SIZE CHART:

Size is	14½	16½	18½	20½	22½	24½	26½
If fullest part of bust is	37-38½	39-40½	41-42½	43-44½	45-46½	47-48½	49-50½
If waist is	29-30½	31-32½	33-34½	35-37	37½-39½	40-42	42½-44½
If hips are	38-39½	40-41½	42-43½	44-45½	46-47½	48-49½	50-51½



1.
MISSY,
TALL &
HALF SIZES!



2.
PANTSUIT!



3.
SLEEVELESS...
MISSY &
HALF SIZES!

1. Today's Tailored Look with buttons on the bodice and a zipper on the skirt section. With sporty shoulder yokes, convertible spread collar, insert waistband and 3/4 sleeves.
Dacron® Polyester & Cotton (80/20) Bengaline.
Sizes 8 to 20\$16.98
Tall Sizes 10T to 20T and Half Sizes 14½ to 24½\$17.98
Style 1145L White

2. A Bodice Of Shirt Tucking adds a crisp, professional look to this back zipping pantsuit. With wide-wide spread collar, smartly angled seaming...and elastic waist pants to match.
100% Polyester Warp Knit.
Sizes 3 to 13.
Style 6387L White\$15.98

3. The New Sleeveless Look that's great alone...or worn as a jumper, with a blouse underneath. A front zipping, A-shaped step-in with button-accented suspender styling and a spread collar.
Dacron® Polyester & Nylon (60/40) Knit Jersey.
Sizes 8 to 20\$11.98
Half Sizes 14½ to 24½\$12.98
Style 1524R Melon
Style 1524L White
Style 1524D Blue

NEW HI-FASHIONED IDEAS FROM BENCONE

4. The Culotte is "In" Fashion and we have it in a super layered look. With a placket of buttons decorating the front...and an easy zipper back closing.
Richly Ribbed Polyester & Nylon (60/40) Knit.
Sizes 4 to 18.
Style 1544D Blue/White Style 1544L All White\$18.98

5. A Double Breasted Jumper with four big, pearly buttons front...and a back zipper closing. Wear it alone...or with a blouse underneath. With lean princess lines and 2 pockets.
100% Polyester Double Knit.
Sizes 4 to 20.
Style 1575E Brown Style 1575C Black
Style 1575U Red\$16.98
ALSO: Dacron® Polyester Nylon (60/40) Tricot Jersey.
Sizes 4 to 20.
Style 1585C Black\$13.98



4.
CULOTTE
SKIMMER!

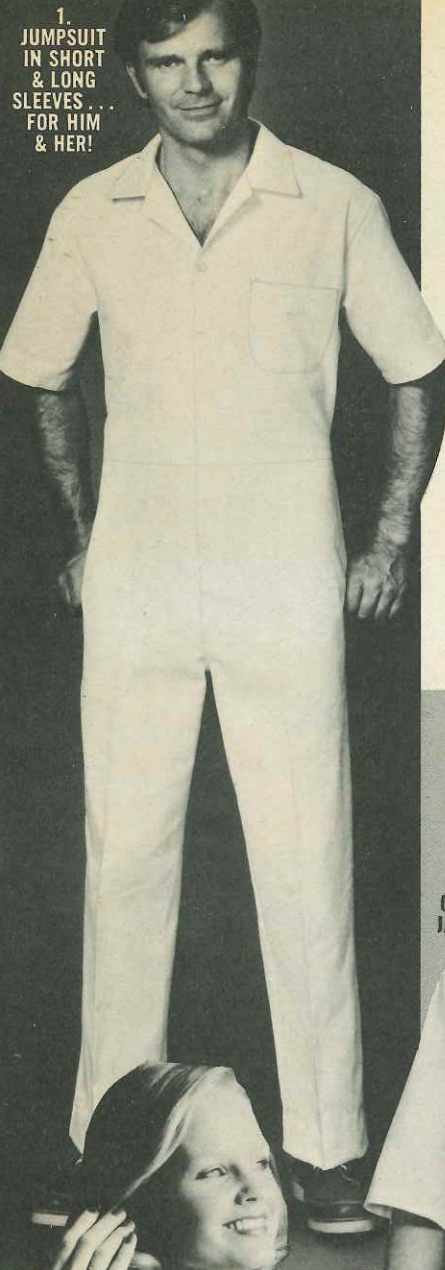


5.
JUMPER...
2 FABRICS!

THE NEWEST STYLE INDUSTRIAL & RESTAURANT FASHIONS FOR MEN & WOMEN! ALL IN DURABLE-PRESS DACRON® POLYESTER & COMBED COTTON

1. An All-In-One Jumpsuit with the look of a tailored shirt... and the ease of smartly fitted jumpsuit. With front zipper closing, convertible spread collar, short sleeves and lean body lines. Made for men and women!
Durable Press Dacron® Polyester/Cotton (65/35) Twill.
MEN'S Sizes XS(30-32), S(34-36), M(38-40), L(42-44), XL(46-48).
Style 9211L White\$19.98
ALSO: Long Sleeved Version. Same sizes as above.
Style 9221L White Style 9221D Postman Blue\$20.98
WOMEN'S Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 3338L White\$19.98
ALSO: Long Sleeved Version. Same sizes as above.
Style 3340L White\$20.98
2. A Plaid Shirt for Her... fashioned with a convertible collar, one breast pocket and 6 pearly snaps front. To be worn in... or out.
Dura-Press Polyester/Cotton (65/35) Broadcloth.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18).
Style 3336U Red/Blue/Navy Plaid\$9.98
3. Adjustable Chef's Cap with a double folded band, rust-proof, adjustable metal tab closures.
100% Cotton Twill.
One Size Fits All.
Style 9216L White\$2.75

4. The Chef's Jacket with 8 double breasted, laundry-proof buttons, a pocket and a proud stand-up collar. With elbow length sleeves.
Dura-Press Polyester & Cotton (50/50) Duck.
Sizes 34 to 48.
Style 9212L White\$10.50
ALSO: With Long Sleeves.
Style 9214L White\$11.50
5. The Band-Accented Pullover... in classic t-shirt styling. With a breast pocket and bands of color accenting the crew neck.
100% Polyester Knit.
Sizes S(36-38), M(40-42), L(44-46), XL(48-50).
Style 9215Q Navy Style 9215U Red
Style 9215K Green\$5.98
6. The Man's Shirt Jac with extended 2-button side adjustable tabs on the banded bottom. Yoke back with action pleats. Fashion Prest Dacron® polyester/Combed Cotton (65/35) Poplin.
Sizes S(36-38), M(40-42), L(44-46), XL(48-50).
Style 8737R Orange Style 8737J Gold
Style 8737D Azure Blue\$10.98
7. Men's Jeans-Cut Uniform Pants with Western front pockets and patch hip pockets.
Durable Press Polyester & Cotton (65/35).
Waist Sizes 28 to 42. Inseam Sizes 29 to 35.
Style 9210Q Navy Style 9210L White\$10.98
ALSO: Tab Waist Professional Work Pants with 4 pockets and belt loops.
Dacron® Polyester/Cotton.
Waist Sizes 28 to 44. Inseam 28 to 34.
Style 3821L White\$13.98



7.
PANTS
2 STYLES!

EASY-CARE POLYESTER & COTTON BLENDS IN HANDSOMELY TAILORED LAB WEAR FOR MEN & WOMEN!

1. A Lithe Princess Shaped Lab Coat accented with Western styling and two buttoned-and-flapped patch pockets. With big buttons leading up to a convertible spread collar. Polyester & Cotton (65/35).

Sizes 4 to 20.
Style 2092L White\$13.98

2. The Double Breasted Coachman Lab Coat with a dashing style! With a bold notch collar, lean princess shaping and two buttoned-and flapped patch pockets.

Polyester & Cotton (65/35).
Sizes 4 to 20.
Style 2091L White\$13.98

3. The Man's 2-Button Blazer Jacket . . . professionally styled with a handsome notch collar, 3 button-trimmed pleated patch pockets and a body-following fit. Dacron® Polyester & Cotton (80/20).

Sizes 34 to 46.
Style 8204L White\$12.98

4. Men's Professional Pants with 4 pockets, belt loops and tab waist. Dacron® Polyester & Cotton.

Waist Sizes 28 to 44; Inseam 28 to 34.
Style 3821L White\$13.98

ALSO: 100% Polyester Double Knit.
Style 9205Q Navy Style 9205J Gold\$15.98

5. The Woman's 2-Button Blazer Jacket with a fine-line lapel and three handy patch pockets. The buttons are laundry-proof . . . so there's never a worry.

Dura-Press Polyester & Combed Cotton (65/35) Poplin.
Sizes 28 to 44.
Style 2090L White\$10.98

6. The Fashion-Legged Pants with elastic waistband and perma-stitched creases for a perfect look. Polyester & Cotton (65/35).

Sizes 8 to 20 and Extra Sizes 42 to 44.
Style 7742L White\$9.98



1.
LAB COAT!



2.
DOUBLE
BREASTED
LAB COAT!

3.
MEN'S JACKET!



4.
MEN'S
PANTS
IN 2
FABRICS!



5.
LADIES'
PROFESSIONAL
JACKET!

6.
LADIES PANTS!

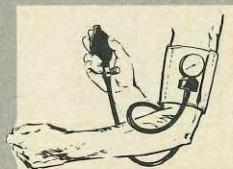


7.
BANDAGE SCISSORS
... WITH & WITHOUT CLIP!

7. Bencone's Bandage Scissors. Made of the finest surgical steel with chromium plating.
5½" size without clip — Style 9532\$2.75
5½" size with clip — Style 9501\$4.25



8.
SPHYGMOMANOMETER



9.
STETHESCOPE
& NURSE SCOPE...
IN 4 COLORS!

8. Aneroid Sphygmomanometer . . . heavy duty inflation system and precision balanced manometer guaranteed for accuracy. Extra long Velcro® cuff. Shipped complete, in compact zippered carrying case.

Style 9523\$21.98

9. Stethoscope with amber tubing only.

Style 9524E Amber\$4.98

ALSO: Bowles Nurse scope. General purpose, featherweight with latex tubing in 4 colors.

Style 9529F Silver Style 9529D Blue Style 9529U Red

Style 9529K Green\$8.50

BARCO

1. The Height of Fashion from Barco of California. A square necked, ric-rac accented beauty with a fresh, young attitude. With rich ribbed accents and back zipper. 100% Polyester Corded Knit. Sizes 3 to 13 and 4 to 14. Style 1238L White

\$15.98

2. Enriched Linen Texturing adds great elegance to this tucked pantsuit from Barco of California. Fashioned with princess lines, a separating zipper front and bold spread collar... with fashionable pants to match. 100% Polyester Linen Textured Knit. Sizes 8 to 20. Style 6342L White

\$31.98

3. PANTSUIT!

4. MISSY & HALF SIZES!

1. MISSY & JR SIZES!

2. LINEN TEXTURED PANTSUIT!

BENCON'S NEW PUBLIC HEALTH STYLES IN TEXTURED DACRON® POLYESTER DUPREME!

3. An Elegant, Tucked Pantsuit with hidden front zipper and shapely princess lines. The 3/4 sleeved jacket has hidden in-seam pockets... and fashion-legged pants to match. 100% Textured Dacron® Polyester Dupreme. Sizes 6 to 18. Style 6773Q Navy.....\$34.98

4. The Princess Uniform... with the same elegant lines. A hidden zipper front and pockets concealed in the seams lend to the uncluttered, fashionable look. 100% Textured Dacron® Polyester Dupreme. Sizes 6 to 18 and Half Sizes 14½ to 24½. Style 1572Q Navy.....\$25.98

For further information on our complete line of Public Health styles, call Susan Davis at (201) 666-4210.

4454L

4328L

4326L

4327L

4325L

CRISP, WASHABLE PROFESSIONAL CAPS

These easy-care caps are so easy to care for. Swish them around in warm, sudsy water, rinse out and let them out to dry. Never Wring Caps Out!

Lace-Edged Sheer white organdy cotton cap with pleats and black ribbon accents.

Style 4454L White
3 for \$7.98

Arc-Crowned Cap with shaped 3½" cuff and 1-button.
Style 4328L White
3 for \$7.98

Peak-Cuffed Cap with 1-button, 4" cuff at widest point.
Style 4326L White
3 for \$7.98

4¼" Cuffed, 1-Button Cap.
Style 4327L White
3 for \$7.98

Hem Stitched, 1-Button Cap with 2¾" cuff.
Style 4325L White
3 for \$7.98

1.
18-HOUR BRIEF

2.
18-HOUR AVERAGE LEG

3.
18-HOUR LONGLEG

BENCONE

GIVES YOU PLAYTEX

FAMOUS-FOR-QUALITY

BRAS & GIRDLES

- Controlling front panel
- Hidden garters
- Comfortable all-over control

Playtex 18-Hour Pull-On Girdles the firming girdles that hold you comfortably for hours. With a clever combination of strength and softness and generous front panels.

1. 18-Hour Brief with regular waist.

Spanette® acetate/rayon/elastic.
 Sizes S(25"-26"), M(27"-28"), L(29"-30") \$9.95
 Sizes XL(31"-32"), XXL(33"-34") \$11.50
 Sizes XXXL(35"-36"), XXXXL(37"-38") \$12.95
 Style 3215L White

2. 18-Hour Average Leg Girdle with regular waist.

Spanette® acetate/rayon/elastic.
 Sizes S(25"-26"), M(27"-28"), L(29"-30") \$13.95
 Sizes XL(31"-32"), XXL(33"-34") \$15.50
 Style 3216L White

3. 18-Hour Long Leg Girdle with regular waist.

Spanette® acetate/rayon/elastic.
 Sizes S(25"-26"), M(27"-28"), L(29"-30") \$14.95
 Sizes XL(31"-32"), XXL(33"-34") \$16.50
 Sizes XXXL(35"-36"), XXXXL(37"-38") \$17.95
 Style 3218L White

Playtex "Cross Your Heart" Bras with stretch straps and stretch side and back panels.

4. "Cross Your Heart" Seamless Bandeau.

Nylon tricot with acetate/nylon stretch.
 Sizes 32A to 36A; 32B to 38B; 32C to 38C
 Style 3211L White ... \$6.95
 ALSO: With Tricot Fiberfill Cups.
 Sizes 32A to 36A; 32B to 38B; 32C to 38C
 Style 3221L White ... \$7.95

5. "Cross Your Heart" tricot cup bandeau.

Nylon tricot with acetate/nylon stretch.
 Sizes 32A to 36A; 32B to 42B; 32C to 42C
 Style 3210L White ... \$4.95
 ALSO: With Tricot Fiberfill Cups.
 Sizes 32A to 36A; 32B to 42B; 32C to 40C
 Style 3220L White ... \$5.95

6. Playtex "Free Spirit" Tricot Bandeau with buckle back, stretch sides and back and a new, modern design.

Nylon tricot with acetate/nylon stretch.
 Sizes 32A to 36A; 32B to 40B; 32C to 40C
 Style 3212L White ... \$7.50
 ALSO: With Tricot Fiberfill Cups.
 Sizes 32A to 36A; 32B to 38B; 32C to 38C
 Style 3222L White ... \$7.95

4.
CROSS YOUR HEART
SEAMLESS BRA
IN 2 STYLES!

5. CROSS YOUR HEART BRA ... IN 2 STYLES!

6.
FREE SPIRIT
TRICOT BRA ...
IN
2 STYLES!

7. LIVING BRA

8. I CAN'T BELIEVE IT'S A GIRDLE ...

IN 3 LENGTHS!

7. Playtex "Living Bandeau" with stretch straps, lace cups and stretch side and back panels.
 Nylon lace with acetate/nylon stretch.
 Sizes 36A; 34B to 40B; 34C to 42C
 Style 3213L White ... \$6.50

Playtex "I Can't Believe It's A Girdle" Girdles with unbelievable, lightweight control, in 3 lengths.

8. The Regular Waist Brief.

Spanette® rubber & nylon.
 Sizes S(25"-26"), M(27"-28"), L(29"-30") \$11.95
 Sizes XL(31"-32"), XXL(33"-34") \$13.50
 Style 3219L White

9. The Average Leg (not shown)

Sizes S(25"-26"), M(27"-28"), L(29"-30") \$14.95
 Sizes XL(31"-32"), XXL(33"-34") \$16.50
 Style 3223L White

10. The Long Leg (not shown)

Sizes S(25"-26"), M(27"-28"), L(29"-30") \$15.95
 Sizes XL(31"-32"), XXL(33"-34") \$17.50
 Sizes XXXL(35"-36"), XXXXL(37"-38") \$18.95
 Style 3224L White

11. Playtex "18-Hour" Longline Bra with lace cups, stretch straps and easy-moving stretch sides and back panels.
 Spanette® rubber/nylon stretch blend.
 Sizes 34B to 42B; 34C to 44C; 36D to 44D
 Style 3214L White ... \$9.95



1.
IN
2 STYLES!

ANTRON® NYLON SHADOWPROOF ANTI-CLING NYLON TAFFETA SLIPS

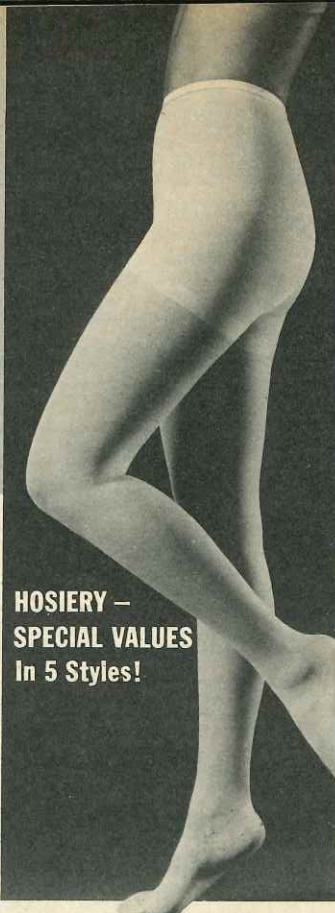


2.

1. Full Slip with lace trim and adjustable straps.
 Sizes 32 to 40 Short; 32 to 44 Average
 Style 3207L White\$4.95
 ALSO: Tailored Version (same as above but without lace).
 Sizes 32 to 40 Short; 32 to 44 Average.
 Style 3217L White\$4.95
2. Half Slip with scalloped bottom and lace trim.
 Sizes S, M in Short-Short Length; S-M-L in Short and
 Average Lengths.
 Style 3208L White\$3.95

SIZE CHART:

Sizes:	10	12	14	16	18	20	44
Half Slip Sizes	S	M	M	L	L		
Full Slip Sizes	32	34	36	38	40	42	44



**HOSIERY —
SPECIAL VALUES
In 5 Styles!**

**A. MATT FINISH SUPPORT
PANTY HOSE**
 Petite, Average, Tall & XTall
 Style 3201L White
 Style 3201E Beige
 Comparable Value \$3.95 Pair
 NOW 2 pair for \$5.50
 3 pair for \$7.50
 6 pair for \$14.50

**B. KNEE-HI SANDALFOOT
STOCKINGS** with non binding
 elastic top
 1 Size Fits All.
 Style 3204L White
 Style 3204E Beige
 Comparable Value 99¢ pair
 NOW 3 pair for \$1.89
 6 pair for \$3.50

**C. OUTSIZE EXTRA-WIDE
PANTY HOSE** with extra
 stretch in length, thigh
 and hip.
 1 Size Fits 46" to 56" hips.
 Style 3205L White
 Style 3205E Beige
 Comparable Value \$1.99 pair
 NOW \$1.59 pair
 3 pair for \$4.59
 6 pair for \$8.75

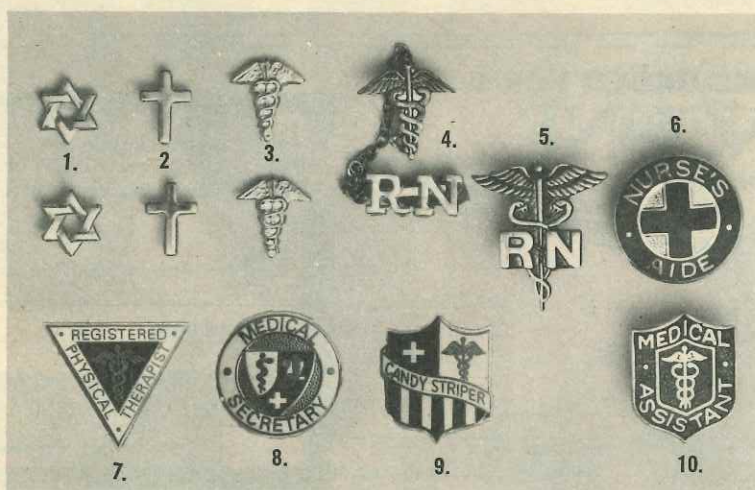
D. SHEER SUPPORT HOSE
 Petite, Average, Tall & XTall.
 Style 3202L White
 Style 3202E Beige
 Comparable Value \$1.99 pair
 NOW \$1.79 pair
 3 pair for \$4.99

**E. ONE-SIZE-FITS-ALL
PANTY HOSE**
 Style 3206L White
 Style 3206E Beige
 Comparable Value \$1.29 pair
 NOW 3 pair for \$2.50
 6 pair for \$4.50

JEWELRY— QUALITY GOLD PLATED EMBLEM PINS & CAP TACKS

CAP TACKS — \$1.50 Set
 of 2 in gold plated
 metal with clip-on
 backing.

1. STAR OF DAVID
 Style 9516\$1.50
2. CROSS
 Style 9515\$1.50
3. CADUCEUS
 Style 9514\$1.50
4. RN CHAINED PINS with
 safety catch pin backs.
 Style 9504\$4.95 each
 Not shown:
 LPN Chained Pins —
 Style 9506\$4.95
 LVN Chained Pins —
 Style 9507\$4.95
 PN Chained Pins —
 Style 9505\$4.95
5. RN PIN with safety
 catch pin back.
 Style 9503\$4.95 each
6. NURSES AIDE PIN with
 red and blue enamel &
 safety catch back.
 Style 9508\$4.95 each
 Not shown:
 RN Enameled Pin —
 Style 9509\$4.95
 PN Enameled Pin —
 Style 9510\$4.95
 LPN Enameled Pin —
 Style 9511\$4.95
7. REGISTERED PHYSICAL
 THERAPIST PIN
 Triangular shape with
 enamel and safety catch
 back.
 Style 9518\$4.95 each



8. MEDICAL SECRETARY PIN
 Circular enamel pin with
 safety catch back.
 Style 9517\$4.95 each
9. CANDY STRIPER PIN
 Enameled pin with
 safety catch back.
 Style 9519\$4.95 each
10. MEDICAL ASSISTANT PIN
 with red enamel and safety
 catch back.
 Style 9512\$4.95
 Not shown:
 Dental Assistant Enameled Pin
 Style 9513\$4.95

11. Emergency Medical
 Technician Circular enameled
 pin with safety catch back.
 Style 9525\$4.95 each
 Not shown:
 Private Duty Nurse enameled
 pin
 Style 9526\$4.95 each
12. LVN Pin with safety catch
 pin back.
 Style 9528\$4.95 each
 Not shown:
 LPN pin- Style 9527
 \$4.95 each

GROUP ORDER QUANTITY PURCHASERS
 10% Discount on orders of \$150.00 or more.



BENCONE'S "POSTURE CORRECT" BRA

A specially constructed
 "brace-up" bra prevents
 slumping and helps give an
 erect, youthful silhouette.
 Unique stretch back, adjustable
 stretch straps, front closing.
 Short Line Bra
 Sizes 34 to 40B; 34 to 42C.
 Style 3209L White
 ONLY \$5.99

NEW SPECIALIZED
TOLL FREE
"SHOP-BY-PHONE"
ORDER SERVICE!



24 hours a day 7 days a week
TOLL FREE ANYTIME!

(800) 228-2043

In N.Y.C. call (212) 586-7700

Now you can call in your order TOLL FREE from anywhere, anytime for fast, efficient service...if charging, have your Master Charge or BankAmericard handy. Also please have your order prepared in advance. **IMPORTANT: TOLL FREE NUMBERS ARE FOR PLACING ORDERS ONLY!** For delivery information call (201) 666-4210. (Minimum Toll Free Order \$5.00)

**BENCONE'S KEEPING TIME
IN STYLE & VALUE
WITH TIMEX WATCHES**



Shown actual size.

1. TIMEX Ladies Calendar Watch with chrome plated bezel, full numeral dial, white strap and red sweep hand. A handsome water-resistant timepiece. Style B9520\$15.95

2. TIMEX Ladies Sport Calendar Watch with blue dial, chrome plated bezel, white strap and sweep hand. Water-resistant. Style B9521\$15.95

3. TIMEX Men's Self-Winding Automatic Watch with chrome plated bezel, full numeral dial, link expansion band and red sweep hand. Style B9522\$20.95

BENCONE • 16P

BENCONE ORDER FORM

BENCONE

Uniforms

THIS IS YOUR SHIPPING LABEL
PLEASE PRINT AND COMPLETE CAREFULLY

From:
Bencone Uniforms
121 Carver Avenue
Westwood, N.J. 07675

Name _____
PLEASE PRINT
c/o _____
Street Address _____
City _____
State _____ Zip _____
Occupation _____

Name _____
c/o _____
Street Address _____
City _____
State _____ Zip _____

CONTENTS: Third or Fourth Class Mail

**TO INSURE SPEEDY SERVICE BE SURE TO FILL IN YOUR NAME AND ADDRESS IN BOTH SPACES ABOVE
PLEASE SEND ME THE FOLLOWING... MONEY BACK GUARANTEE**

Page	Style No.	How Many	Size	Color 1st choice	Color 2nd choice	Price each	Total
							\$

NOW... FOR THE FIRST TIME you may give your friends a BENCONE GIFT CERTIFICATE

100

BENCONE SHIPPING & HANDLING CHARGE CHART
1 Garment 95¢ — 2 Garments \$1.25 — 3-4 Garments \$1.50
5-6 Garments \$1.75 — 7 or more Garments \$1.95

METHOD OF PAYMENT (please check 1) ☐ Total payment enclosed
☐ Send C.O.D. I enclose \$2.00 deposit (on orders over \$25.00 10% Deposit required) Charge my Credit Card (Credit Card minimum charge \$15)
☐ Master Charge ☐ Bank Americard

Acct. No. _____

Good Thru _____

Merchandise Total \$ _____
DEDUCT: Quantity discounts or Bonus & Credit Certificates \$ _____
Sub Total \$ _____

ADD: Shipping & Handling _____

Total Amount of Order \$ _____

Amount Enclosed \$ _____

BENCONE ORDER FORM

BENCONE

Uniforms

THIS IS YOUR SHIPPING LABEL
PLEASE PRINT AND COMPLETE CAREFULLY

From:
Bencone Uniforms
121 Carver Avenue
Westwood, N.J. 07675

Name _____
PLEASE PRINT
c/o _____
Street Address _____
City _____
State _____ Zip _____
Occupation _____

Name _____
c/o _____
Street Address _____
City _____
State _____ Zip _____

CONTENTS: Third or Fourth Class Mail

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1 Garment 95¢ — 2 Garments \$1.25 — 3-4 Garments \$1.50
5-6 Garments \$1.75 — 7 or more Garments \$1.95

METHOD OF PAYMENT (please check 1) ☐ Total payment enclosed
☐ Send C.O.D. I enclose \$2.00 deposit (on orders over \$25.00 10% Deposit required) Charge my Credit Card (Credit Card minimum charge \$15)
☐ Master Charge ☐ Bank Americard

Acct. No. _____

Good Thru _____

Merchandise Total \$ _____
DEDUCT: Quantity discounts or Bonus & Credit Certificates \$ _____
Sub Total \$ _____

ADD: Shipping & Handling _____

Total Amount of Order \$ _____

Amount Enclosed \$ _____

BENCONE PRESENTS TODAY'S NEW LOOK — PROFESSIONAL CAREER SEPARATES IN "GOLDEN TOUCH™" SUEDE!

It's the newest and the greatest suede look-alike. In beautifully tailored sports parts that create an expensive, designer look. Encron® "Golden Touch®" polyester by Enka is cool, comfortable, washable and wrinkle-resistant.

1. A New, Easy Silhouette designed with stitch pleats that open for a unique peplum effect. A collarless, 3/4 bell-sleeved top with toggle-type button closings and a marvelous, sportive air.

100% Polyester "Golden Touch®" Suede

Sizes 4 to 18.

Style 2740U Wine Style 2740R Rust\$26.98

2. Take The Big Jump ... into this super jumpsuit! A reed slim, shirt tailored silhouette with long front zipper, convertible spread collar, 2 patch pockets and today's easy-legged look. The elasticized belt clips on for super shaping!

100% Polyester "Golden Touch®" Suede

Sizes 4 to 14.

Style 6768R Rust Style 6768U Wine\$37.98

3. The Handsomely Shaped Vest with 4 golden buttons calling attention to the slimmed-down body lines.

100% Polyester "Golden Touch®" Suede.

Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 3328R Rust Style 3328U Wine\$15.98

4. The Gored Easy-Skirt ... a truly elegant sport on or off the job. 100% Polyester "Golden Touch®" Suede.

Sizes 4 to 20.

Style 7741R Rust Style 7741U Wine\$16.98

5. The Man-Tailored Shirt is the perfect counterpart for any of these super coordinates! Tailored with a convertible collar, long shirt sleeves and a lean body line.

100% Polyester Knit.

Sizes 4 to 20.

Style 3327U Wine/Rust/Green/Gold print\$19.98

6. The Fly Front Pants with a super-tailored look. With a buttoned waistband, great shape and long, lean legs.

100% Polyester "Golden Touch®" Suede.

Sizes 4 to 20.

Style 7740R Rust Style 7740U Wine\$19.98

Encron®
Golden Touch®
Polyester by ENKA

1.
NEW SHAPE TOP!

2.
JUMPSUIT!

6.
FLY
FRONT
PANTS!

8.
MEN'S JACKET!

5.
SHIRT!

7.
BLAZER!

3.
VEST!

6.
FLY
FRONT
PANTS!

4.
EASY SKIRT!

7. The Perfectly-Tailored Blazer that's great over all your outfits! A lithe one-button silhouette with carefully notched collar, 2 patch pockets and an over-all handsome attitude.

100% Polyester "Golden Touch®" Suede.

Sizes 4 to 20.

Style 3326U Wine Style 3326R Rust \$27.98

8. The "Golden Touch®" Suede Jacket for Men!

Handsome California styling accentuates the big, bold spread collar and modified body-shaping. With a long front zipper, short sleeves and 3 pockets.

100% Polyester "Golden Touch®" Suede.

Sizes 34 to 46.

Style 8728R Rust Style 8728U Wine \$25.98

"Golden Touch" suede —
American Enka Trademark

THE COMPLETE NAUTICAL SCENE ...DIRECT FROM BENCONE!

1.
UNIFORM!

3.
TOP!

4.
TOP!

2.
MATCHING
APRON!

9.
SPECIAL
VALUE
PANTS!

8.
PANTS!

5.
UNIFORM!

6.
TOP...
IN XS
TO XXL!

7.
MEN'S TOP!

10.
FLY FRONT
PANTS!

5. Our Nautical Princess with bold white strokes playing up the princess lines and a striped bib front lending a French sailor look.
100% Polyester Warp Knit.
Sizes 4 to 20.
Style B1560D Skipper Blue/White
Style B1560U Red/White\$25.98

6. The Tunic Counterpart making a beautifully coordinated story. The same great lines... the same fashion accents but in a back zipping tunic edition. Great over pants or a skirt.
100% Polyester Warp Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42), XXL(44-46).
Style B2719U Red/White
Style B2719D Skipper Blue/White\$22.98

7. The Man's Part... done handsomely with a fashion-striped bib and bold spread collar. With side-slits.
100% Polyester Warp Knit.
Sizes 36 to 46.
Style B8727D Skipper Blue/White
Style B8727U Red/White\$17.98

COORDINATED PANTS FOR HER:

8. Navy or Red Slacks to pick up the colors for a pantsuit story. With elastic waist.
100% Polyester Warp Knit.
Sizes 6 to 20.
Style 7722U Red
Style 7722Q Navy\$9.98

9. Special! Elastic Waist Pants.
100% Polyester Warp Knit.
Sizes 4 to 20.
Style 7217L White
SPECIAL; \$6.98 pair

10. Fly Front Pants with buttoned waist-band.
100% Polyester Warp Knit.
Sizes 4 to 20.
Style B7234L White\$11.98

1. Fly the Stars & Stripes proudly on this great, young skimmer. A jumper/blouse look emphasized with stripes of red and three stars decorating the bib front. Back zipper.

100% Textured Polyester Warp Knit.
Sizes 6 to 20.
Style 1554Q
Navy with Red/White Trim\$14.98

2. Matching Tie-Back Apron outlined with red and white.
100% Textured Polyester Warp Knit.
One Size Fits All.
Style 3318Q
Navy with Red/White Trim\$3.98

3. The American Sailor Top with a big, white accented sailor collar zipper front styling.
100% Polyester Warp Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2643Q
Navy with Red/White, as shown\$9.98

4. An Anchor Trimmed Dickey plays up the nautical feeling on this front zipping, white accented jacket. Note the clever convertible collar... it can be worn open and wide-winged (as shown) or zipped up into a turtleneck.
100% Polyester Warp Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2671Q
Navy/Red/White, as shown\$13.98

PANTS FOR HIM:

11. MEN'S PANTS!

11. Tab Waist Pants with 4 pockets, belt loops.
Dacron® Polyester & Cotton.
Waist Sizes 28 to 44; Inseam 28 to 34.
Style 3821L White\$13.98
ALSO: 100% Texturized Polyester Warp Knit.
Waist Sizes 28, 30, 32, 34, 36, 38, 40, 42.
Style 9205L White 9205Q Navy\$15.98

BENGONE IS FIRST WITH RICH EASY-CARE SUEDE-LOOK PATCHWORK!



1.
COCKTAIL
MINI/SMOCK
TOP!

3.
LAYERED LOOK
JUMPER DRESS!

4.
TOP!

4.
TOP!

6.
FLOOR
LENGTH
SKIRT!

5.
NEW
FASHION
SKIRT!

2.
COORDINATING
PANTS!

1. A Super Cocktail Special with a snug-ribbed, rag topstitched bodice over a multi-color patchwork checked skirt. This raglan sleeved mini is great alone... or worn over coordinating pants (style #7733). 100% Polyester Rib Knit with Avril (50/50) Patchwork. Sizes 4 to 20. Style 2705U Natural with Multi-Color Patchwork as shown\$19.98

2. Pants To Match... in a great denim double knit. With double button waistband, two big pockets. 100% Polyester Double Knit Denim. Sizes 4 to 20. Style 7733R Pumpkin Denim Style 7733M Lilac Denim Style 7733U Dusty Rose Denim\$17.98

3. The Layered Look done in a great one-piece version. With a rib-knit bib and sleeves underlining a gaily colored patchwork jumper dress. With two brassy buttons on the mock straps... and a back zipper closing. 100% Polyester Rib Knit with Avril & Cotton (50/50) Patchwork. Sizes 4 to 20. Style 1555U Natural with Multi-Color Patchwork as shown\$23.98

FASHION COORDINATES!

4. Little Pullover Top with a bodice of snug ribbing with a multi-color patchwork collar and sleeves. 100% Polyester Rib Knit with Avril/Cotton (50/50) Patchwork. Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42). Style 2704U Natural with Multi-Color Trim as shown.



7.

5. Fly Front, Knee Length Patchwork Skirt. Avril/Cotton (50/50) Patchwork. Sizes 4 to 20. Style 7731U Multi-Color Patchwork as shown\$13.98

6. Floor Length Patchwork Skirt. Avril/Cotton (50/50) Patchwork. Sizes 4 to 20. Style 7732U Multi-Color Patchwork as shown\$17.98

7. The Man's Western Top with a multi-color patchwork. 100% Polyester Knit Multi-Color Patchwork 50/50 Avril/Cotton. Sizes XS(32-34), S(36-38), M(40-42), L(44-46), XL(48-50). Style 8726U Natural with Multi-Color Trim\$23.98

BENCONE GIVES YOU A COORDINATED FASHION IMAGE FOR YOUR RESTAURANTS & COCKTAIL LOUNGES!



2.
MATCHING
APRON!

1.
MISSY &
HALF SIZES!

3.
PANTSUIT ...
MISSY &
HALF SIZES!



4.
COLONIAL
LOOK!

5.
COLONIAL
LOOK!

6.
PANTIES!

1. A Clean, Lace-Edged White Pique Collar highlights the great fashion look of this front zipping step-in... with two lace-edged patch pockets and a really "in" look.
100% Textured Polyester Knit.
Sizes 6 to 20 \$12.98
Half Sizes 16½ to 26½ \$13.98
Style 1565C Black/White
Style 1565S Pink/White
Style 1565D Blue/White

2. A Coordinated, White-Lace Edged Apron to tie-on any of these great looks. With tie-back for adjustable sizing.
100% Textured Polyester Knit.
One-Size-Fits-All.
Style 3325C Black/White
Style 3325S Pink/White
Style 3325D Blue/White \$4.98

3. The White Collar Pantsuit with a delightful lace-edged pique collar... and lace edging picking up the line of the pockets as well. Front zipper top over fashion-legged pants.
100% Textured Polyester Knit.
Sizes 6 to 20 \$16.98
Half Sizes 16½ to 26½ \$17.98
Style 6765C Black/White
Style 6765S Pink/White
Style 6765D Blue/White

4. The Colonial Uniform... showing off a ruffle-edged scoop neck and really frilly, feminine lines. With criss-cross lacing front emphasizing the whittled-down body lines... and the A-shaped skirt.
Dacron® Polyester & Nylon (95/5) Knit.
Sizes 4 to 20.
Style 1573E Brown/White
Style 1573C Black/White
Style 1573U Red/White \$29.98

5. The Little Cocktail Dress... done in that great manner! This time in a shortened version that makes it perfect for the cocktail lounge. With great frills... and ruffled panties (style 3337) to coordinate.
Dacron® Polyester & Nylon (95/5) Knit.
Sizes 4 to 14.
Style 1574E Brown/White
Style 1574C Black/White
Style 1574U Red/White \$28.98

6. Ruffled Panties to really show off your look. With elastic waistband.
Dacron® Polyester & Nylon (95/5) Knit.
Sizes 4 to 14.
Style 3337L White \$8.98



7.
ETON
JACKET!

8.
VEST!

GLITTERING LUREX MEN'S JACKETS

7. The Eton Military Style Jacket with a straight-bottom, wide lapels and black sleeves to give it a vest and shirt look.
100% Texturized Polyester Solid Double Knit, with Metallic Print. Sizes 36 to 46.
Style 9213J Black with Metallic Gold as shown
Style 9213F Black with Metallic Silver \$34.98

8. The Cut-Away Style Vest highlighted by a sculptured black collar and black pocket tabs. With shaped hem and lean lines.
100% Texturized Polyester Solid Double Knit, with Metallic Print.
Sizes 36 to 46.
Style 9219J Black with Metallic Gold as shown
Style 9219F Black with Metallic Silver \$19.98

BENCONE COORDINATES YOUR FASHION MOOD IN EASY-GOING, HI-COLOR KNITS!

1. The Shirt Look done with narrow strokes of white to emphasize the shapely princess line and handsome tailoring.

1A. Front Zipping Skimmer with a convertible spread collar, lean, skimming lines and an easy fashion attitude. Dacron® Polyester & Nylon (95/5) Knit.
 Sizes 4 to 20 \$14.98
 Half Sizes 14½ to 24½ \$15.98
 Style 1570C Black/White Style 1570U Red/White
 Style 1570Q Royal/White

1B. The Coordinating Pantsuit with the same great lines. creased, elastic waist pants. Dacron® Polyester & Nylon (95/5) Knit.
 Sizes 4 to 20 \$20.98
 Half Sizes 14½ to 24½ \$21.98
 Style 6770U Red/White Style 6770C Black/White
 Style 6770Q Royal/White

GROUP ORDER QUANTITY PURCHASERS
10% Discount on orders of \$150.00 or more.



1A.
SKIMMER
IN MISSY
& HALF SIZES!



1B.
PANTSUIT
IN MISSY
& HALF SIZES!



1A.



2A.
SKIMMER
IN MISSY
& HALF SIZES!



2B.
PANTSUIT
IN MISSY
& HALF SIZES!



2B.

2. An Oriental Inspiration shaped with broad, contoured white panels that show off a lithe princess silhouette. Fashioned with mandarin collar and front zipper.

2A. The Great Skimmer that's all ease... and all fashion. With a front zipper closing for step-in ease and a new A-line. Dacron® Polyester & Nylon (95/5) Knit.
 Sizes 4 to 20 \$14.98
 Half Sizes 14½ to 24½ \$15.98
 Style 1568R Rust/White Style 1568C Black/White
 Style 1568E Brown/Gold

2B. The Pantsuit Counterpart with the same great fashion ease. This time a shapely, front zipping tunic makes news over matching stitch-creased, elastic waist pants. Dacron® Polyester & Nylon (95/5) Knit.
 Sizes 4 to 20 \$20.98
 Half Sizes 14½ to 24½ \$21.98
 Style 6772C Black/White Style 6772R Rust/White
 Style 6772E Brown/Gold

1.
"COUNTRY GIRL"
TUNIC!

2.
SHIRT
SMOCK!

3.
NAVY OR
RED PANTS!

4.
SPECIAL!
WHITE
PANTS!

8.
SHIRT
SMOCK!

5.
"HEIDI"
DRESS!

6.
"PEASANT"
DRESS!

7.
SCARF!

BENCONE'S GROUP WEAR COLLECTION IN 100% POLYESTER COUNTRY-LOOK PATCH PRINTS!

1. The Square Neck Farmgirl Tunic delightfully done with short, puffy sleeves, a fitted waist and back zipper closing.

100% Polyester Warp Knit Patchwork.

Sizes 4 to 16.

Style 2757U Multi-Color Patchwork\$18.98

2. A Colorful Shirttail done in an all-over patchwork pattern. With big buttons on the placket leading up to a spread collar... with 2 big patch pockets.

100% Polyester Warp Knit.

Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 2755U Multi-Color Patchwork\$14.98

3. Red or Navy Pants to coordinate with the colors in our great patchwork. Fashioned with elastic waist.

100% Polyester Warp Knit.

Sizes 6 to 20.

Style 7722U Red Style 7722Q Navy\$9.98

4. SPECIAL! White Pants with an elastic waist and easy legs.

100% Polyester Warp Knit.

Sizes 4 to 20.

Style 7217L WhiteSPECIAL! \$6.98 pair

5. The "Heidi" Dress that really shapes up a great silhouette! With a gathered insert, puffy sleeves and a softly gathered dirndl skirt.

100% Polyester Warp Knit.

Sizes 4 to 16.

Style 1569U Multi-Color Patchwork with Navy Trim\$24.98

6. The "Peasant" Dress with ruffles and criss-cross lacing playing up the shirred down lines. With a gently gathered dirndl type skirt and puffy sleeves.

100% Polyester Warp Knit.

Sizes 4 to 16.

Style 1571U Multi-Color Patchwork with Navy Trim\$26.98

7. Matching Patchwork Scarf to tie on head or around neck.

One Size Fits All.

Style 3329U Patchwork Pattern\$3.98

8. Patchwork Highlights A Great Shirttail... all spruced up with a multi-colored yoke and cuffed patch pockets. With big buttons leading up to a bold convertible collar.

100% Polyester Warp Knit Patchwork Trim.

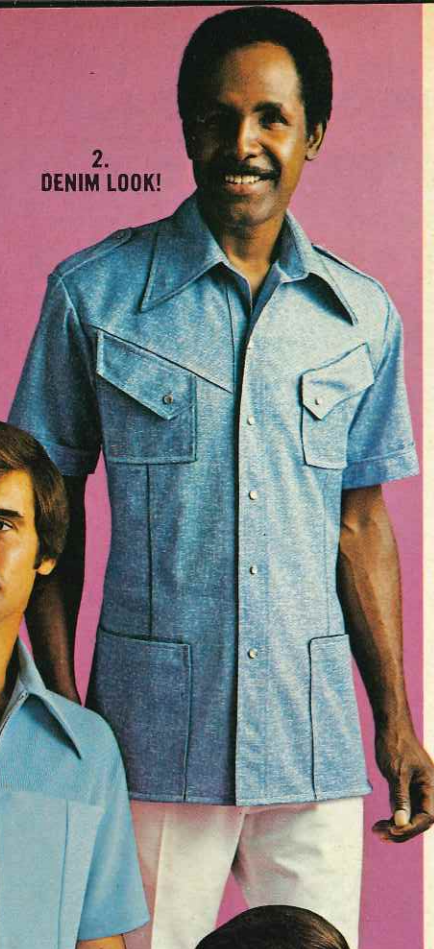
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 2753Q Navy Style 2753U Red\$15.98

1.
LINEN TEXTURED!



2.
DENIM LOOK!



4.
TRIM!
RIB



3.
LINEN
TEXTURED!



BENCONE IS TOPS IN MEN'S WEAR... NEWEST COLORS AND TEXTURES!

1. Expensive Looking Linen Texturing adds a look of class to this front buttoning, tuck-stitched jacket. With convertible collar, side slits and 3 pockets.

100% Polyester Linen Textured Knit.
Sizes 34 to 48.

Style 8735G Beige Style 8735E Brown
Style 8735L White Style 8735N Mint Green \$18.98

2. Here's Fashion! Done with two angled, flapped breast pockets emphasizing the shape of the V-yoke. A handsome style with shoulder epaulets, rugged collar and pearl snap closures.

100% Textured Polyester Denim Knit.

Sizes S(36-38), M(40-42), L(44-46), XL(48-50).
Style 8736D Blue Denim as shown \$23.98

3. A Great Looking Sport Jacket with a buttoned convertible collar, front zipper, two breast pockets hidden in the yoke and 2 patch pockets.

100% Polyester Linen Textured Knit.

Sizes 34 to 48.

Style 8734P Yellow Style 8734D Blue

Style 8734N Mint Green

Style 8734R Melon \$18.98

4. Handsome Ribbing calls attention to the straight yoke and angled patch pockets on this front zipper jacket... with convertible collar and body-following lines.

100% Polyester Warp Knit with Rib Knit Trim.

Sizes 34 to 50.

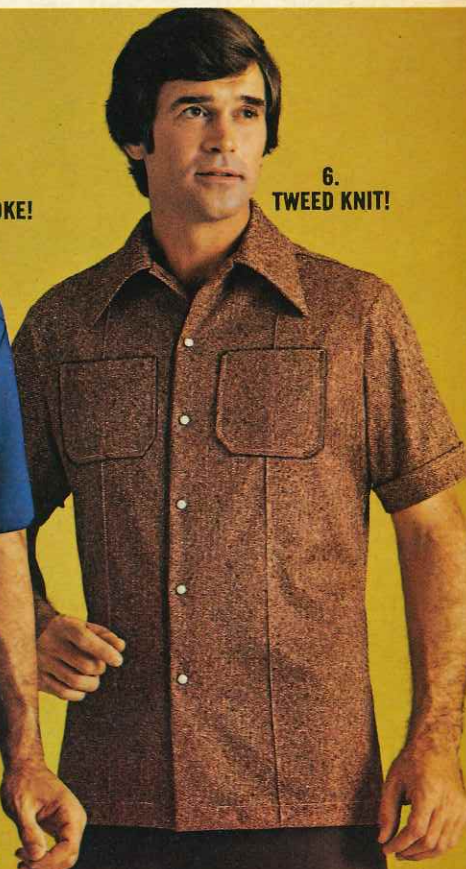
Style 8732D Blue Style 8732L White

Style 8732J Gold \$15.98

5.
QUILTED YOKE!



6.
TWEED KNIT!



5. A Yoke of Handsome Quilting adds a distinctive, western attitude to this front zipping shirt jacket... with two big patch pockets.

100% Polyester Warp Knit.

Sizes 34 to 50.

Style 8733D Royal Blue \$15.98

6. A Rugged Tweedy Look and pearly snap closures front make this shirt jacket something new and special. With 2 breast pockets and a stitch-creased seam front.

100% Polyester Double Knit Tweed.

Sizes 34 to 46.

Style 8731E Brown Tweed

Style 8731D Blue Tweed \$23.98

NEW SPECIALIZED TOLL FREE PHONE ORDER SERVICE!

24 hours a day 7 days a week

TOLL FREE ANYTIME (800) 228-2043

In N.Y.C. call (212) 586-7700

EVERYTHING THAT'S TOPS "IN" FASHION TOPS AND PANTSUITS IS IN BENCONE!

1.
LEAF PRINT
COBBLER!

1. The Leaf Printed Cobbler Popover that's great over just about everything. With yellow cord outlining the scoop neck and adjustable side ties. With 2 big patch pockets. 100% Textured Polyester Knit. One Sizes Fits All. Style 3324U Multi-Color Leaf Print, as shown. \$7.98 or 2 for \$15.50

3.
SHIRT JACKET!

4.
TOP!

5.
TOP!

6.
PANTS!

8.
PANTSUIT

7.
PANTSUIT!

2.
PANTS
MISSY &
TALL SIZES!

2. Coordinating White Pants with wide waistband that looks great even with tops tucked in. With stitched down creases.

100% Polyester Warp Knit.
Sizes 6 to 20 and Tall Sizes 10T to 20T.
Style 7720L White\$8.98

3. A Classic Shirt Jacket in our not-so-classic leaf print. Creating new fashion interest with a spread collar, lean lines and 2 patch pockets.

100% Textured Polyester Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2710U Multi-Color Leaf Print, as shown\$10.98

4. A Softly Draped Big Top that's big on fashion! With bold, wide stripes of embroidery trimming the V-neck and two pockets... with a unique way of softening the shape. Back zipping top.

100% Polyester Warp Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2734E Chocolate Brown Style 2734U Red \$14.98

5. A Simply Elegant Shirt Smock with buttons down front and a smart little applique on the collar.

100% Polyester Ottoman Ribbed Double Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2761P Yellow Style 2761S Pink
Style 2761D Blue Style 2761L White\$12.98

6. Coordinated Ottoman Ribbed Pants for a great match-up. With elastic waistband.

100% Polyester Ottoman Ribbed Double Knit.
Sizes 4 to 20.
Style 7225L White
\$9.98

7. A Handsomely Ribbed Shirttail tailored to perfection! With a big point collar, clever princess shaping... and fashion-legged pants to match.

100% Polyester Ribbed Warp Knit.
Sizes 4 to 20.
Style 6751P Yellow
Style 6751D Blue
Style 6751L White
\$19.98

8. We've Got The Scoop On Fashion with this cleverly shaped pantsuit.

With rounded yokes for body-following fit, a convertible collar and puffy short sleeves. Shirt jacket over matching pants.
100% Polyester Warp Knit.
Sizes 3 to 13.
Style 6750P Yellow
Style 6750L White
Style 6750D Blue
\$13.98

**1.
JACKET ...
NEW KNIT!**



**BENCONE OFFERS THE NEWEST IN FASHION...
AND THE LATEST COLORS!**

INTRODUCING A NEW, NATURAL FEELING, MORE DURABLE!
DACRON®* "T242" POLYESTER KNIT IN GREAT, HI-SHADES ...
GREAT FOR GROUPS!

1. The Long and Lean Jacket shaped along slimming princess lines. With a bold convertible collar, accent stitching and white ruffled buttons.
New! 100% Dacron® T242 Polyester Raschel Warp Knit. Sizes 4 to 20.
Style 2751U Red Style 2751D Medium Blue
Style 2751Q Navy\$16.98

2. The Classic Shirt Dress... accented with white-rimmed buttons all the way down to the hem. With great shirt styling and a bold convertible spread collar. The tie-on belt adds the desired shape.
New! 100% Dacron® T242 Polyester Raschel Warp Knit. Sizes 4 to 20.
Style 1567U Red Style 1567D Medium Blue
Style 1567Q Navy\$19.98

3. The Handsome Nautical Blazer with goldtone buttons on the double all the way down front. With a bold notch collar, buttons on the long sleeves and handsome tailoring.
100% Polyester Double Knit. Sizes 4 to 20.
Style 3301Q Navy Style 3301L White
Style 3301U Red Style 3301E Brown ..\$19.98

4. Double Knit pants in great new colors.
100% Polyester Double Knit. Sizes 4 to 18.
Style 7707L White Style 7707Q Navy
Style 7707U Red
Style 7707E Brown\$10.98

*Dacron® is DuPont's reg. T.M.

**2.
SHIRT-DRESS
NEW KNIT!**



**8.
PROPORTIONED
PANTS!**

**5.
SWEATER
CARDIGAN!**

5. Multi-Colored Sweater Knitting makes this a really super jacket! With bold white accented placket front and wing collar... also white cuffed sleeves and patch pockets. It's a whole new look... with a great, young attitude.
100% Polyester Sweater Knit Print.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2703Q Navy/White Style 2703U Red/White
.....\$17.98

6. The Sweater Ribbed Jumpsuit that's so new, so now! With flat knit shoulder yokes, big convertible collar, patch pockets and a buckle-on belt for really great shaping. Front zipping step-in with great fashion legs.
100% Polyester Ribbed Double Knit. Sizes 4 to 18.
Style 6320L White\$31.98

7. A Lean and Lovely Jumpsuit with a hidden zipper front (for step-in ease), a wide spread collar, and big, angled patch pockets. The tie-on belt adds a desired shape. You'll love this look!
100% Polyester Knit. Sizes 4 to 16.
Style 6343L White\$26.98

8. Coordinated Proportioned Pants with fashion's latest shape.
100% Polyester Double Knit.
Regular Sizes 4R to 20R; Petite Sizes 3P to 13P;
Tall Sizes 8T to 20T
Style 7224L White\$9.98



**8.
PROPORTIONED
PANTS!**

**6.
RIBBED
DOUBLE KNIT
JUMPSUIT!**



**4.
MATCHING PANTS
4 COLORS!**



**7.
JUMPSUIT!**



**3.
DOUBLE KNIT
BLAZER!
4 GREAT
COLORS!**

2. HI-FASHION PLAID ACCENTED TOP!



3. POLKA DOT TOP!



2. High Fashion Plaid Accents play up the super-sized sailor collar and tabbed belting on this front zipping jacket. Note the careful welt seaming and lean lines.
100% Polyester Double Knit.
 Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
 Style 2749Q Navy with Multi-Color Plaid
 Style 2749R Melon with Multi-Color Plaid
 \$14.98

3. Big, Bold Polka Dots add pizzazz to this classic front zipping jacket top. With a big, white yoke framing the convertible spread collar...with lean shirt lines and a young look.
100% Polyester Double Knit.
 Sizes 8 to 18.
 Style 2772Q Navy/White
 Style 2772U Red/White\$9.98

4A. The 3/4 Sleeved Artist Smock with gathered yoke, classic notch collar and buttons front.
Dacron® Polyester & Nylon Jersey Knit.
 Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
 Style 2523D Blue
 Style 2523C Black
 Style 2523Q Navy
 Style 2523A Aqua
 Style 2523U Red
 Style 2523S Pink
 Style 2523J Gold
 Style 2523L White
 \$7.98

ALSO: In Dacron® Polyester & Cotton.
 Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
 Style 2620D Blue
 Style 2620A Aqua
 Style 2620J Gold
 Style 2620S Pink
 Style 2620L White
 \$9.98

4B. Short Sleeved Artist Smock. Dacron® Polyester & Nylon (60/40) Jersey Knit.
 Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
 Style 2618D Blue
 Style 2618C Black
 Style 2618L White
 Style 2618J Gold\$7.98

ALSO: In Dacron® Polyester & Cotton.
 Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
 Style 2605J Gold
 Style 2605A Aqua
 Style 2605D Blue
 Style 2605S Pink
 Style 2605L White\$9.98

5. Soft Pastel Embroidery creates an artistic effect on this bibbed, front buttoning jacket. With white collar and cuffs...and a modified empire line.
100% Avlin® Polyester Knit.
 Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
 Style 2764S Pink
 Style 2764P Maize\$12.98

6. A Popular Shirttail Pantsuit in a great pullover version. With today's smooth raglan sleeves, a wide wing collar...and fashion-legged pants to match.
100% Polyester Warp Knit.
 Sizes 6 to 20
 Half Sizes 14½ to 24½\$13.98
 \$14.98

Style 6747S Pink
 Style 6747D Lt. Blue
 Style 6747P Maize
 Style 6747L White

EXCITING COLOR & GREAT NEW SHAPES

DISTINGUISH BENCONE'S SMOCKS & PANTSUIT VALUES!

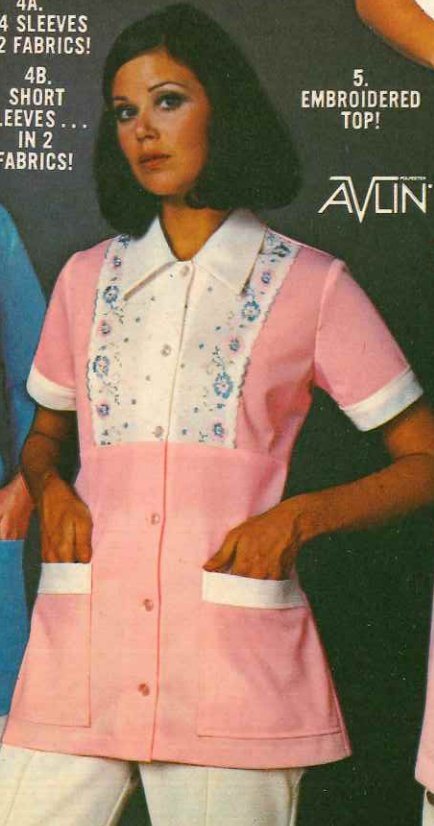
1. COBBLER APRON
 BUY 3 AND SAVE
 ... 3 for \$14.75!



1. The Tunic Style Cobbler Cover-Up with black edging and side ties for adjustable sizing! Two handy, over-sized pouch pockets too!
100% Nylon Taffeta.
 One Size Fits All.
 Style 5904U Red
 Style 5904L White
 Style 5904A Aqua
 Style 5904R Orange
 Style 5904C Black
 Style 5904J Gold
 BUY 3 AND SAVE!
 3 for \$14.75 ... or \$5 each!

4A. 3/4 SLEEVES IN 2 FABRICS!

4B. SHORT SLEEVES... IN 2 FABRICS!



5. EMBROIDERED TOP!

AVLIN®

6. PANTSUIT... IN MISSY & HALF SIZES!



1.
PRINCESS
JACKET!

3.
TOP IN
7 COLORS!
XXL TOO!

2.
FLY FRONT
CORD PANTS!

6.
FMC'S AVLIN
POLYESTER
KNIT
3/4 BELTED
JACKET!

7.
TOP!

5.
PANTS...
2 FABRICS!

BENCONE'S NEW FASHION LINES IN BOLD COLOR!

1. A Sophisticated Princess Jacket with over-sized buttons leading up to a convertible spread collar. It's so much the fashion . . . and can be worn alone or with a shirt or turtleneck underneath!

100% Polyester Corded Jersey Knit. Sizes XS(4-6), S(8-10), M(12-14), L(16-18).

Style 2770R Melon
Style 2770L White\$14.98

2. Fly Front Pants with a buttoned waist, stitch creases and a western fit. Sensational! 100% Polyester Corded Knit Jersey. Sizes 4 to 16.

Style 7237L White\$12.98

3. The Artist Style Smock with puffy sleeves, a gathered yoke and front zipper for a little news!

100% Polyester Warp Knit.

Sizes XS(4-6), S(8-10),

M(12-14), L(16-18),

XL(40-42).....\$12.98

Size XXL(44-46).....\$13.98

Style 2586P Yellow

Style 2586S Pink

Style 2586L White

Style 2586U Red

Style 2586D Royal Blue

Style 2586K Green

Style 2586R Melon

4.
NEW
FASHION
INTEREST!

5.
PANTS...
2 FABRICS!

4. We've Screened The Pockets of this otherwise classic shirt jacket with bold, colorful bursts that show you where fashion is at! With gently gathered yoke, a proud convertible collar and super shirt lines.

100% Polyester Warp Knit.

Sizes XS(4-6), S(8-10), M(12-14),

L(16-18), XL(40-42).

Style 2769K Green

Style 2769S Pink\$14.98

5. Fashion Legged Pants to Coordinate

...with elastic waistband for perfect fit.

100% Polyester Warp Knit. Sizes 4 to 20.

Style 7217L White

SPECIAL\$6.98 pair!

ALSO: 100% Polyester Double Knit.

Sizes 4 to 20.

Style 7233L White\$10.98

6. A Bold, White Panel Front emphasizes

the whittle-down princess line of this front

zipper jacket. With a fitted back and 3/4

belting...with a big spread collar too.

100% Avlin® Polyester Warp Knit.

Sizes XS(4-6), S(8-10), M(12-14),

L(16-18), XL(40-42).

Style 2765U Red/White

Style 2765D Blue/White\$12.98

7. We've Taken Creative License with this

great fashion...giving it a soft, feminine

look and a really great line. With flutter

sleeves and reverse color pattern showing

off the really elegant silhouette.

100% Polyester Warp Knit.

Sizes XS(4-6), S(8-10), M(12-14),

L(16-18), XL(40-42).

Style 2728C Black/White\$17.98

**BRIGHT, BOLD
COLOR TOPS WITH
COORDINATING
PANTS!**



3.
TOP!

4.
TOP!

Double Knit pants
in great new color.
100% Polyester Double Knit.
Sizes 4 to 18.
Style 7707E Brown ...\$10.98

3. An Embroidered Tree grows beautifully on the Western yoke of this front buttoning shirt jacket. With cord trim outlining pockets and yoke... and buttons on the placket front.
100% Polyester Warp Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2680R Peach/Brown Style 2680D Blue/White ...\$12.98

4. Great Two-Tone Ticking and bold ric-rac trim outlines the fashion on this front buttoning shirt smock. Multi-colored floral embroidery is specially "grown" in one of the patch pockets.
100% Polyester Warp Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2683Q Navy with Red/White
Style 2683U Red with Navy/White ...\$13.98

5. An Eye-Catching Geometric Pattern adds spunk to the classic shirt lines of this front buttoning top. With short sleeves and a lean silhouette.
100% Textured Polyester Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2742E Brown Pattern, as shown ...\$12.98

6. The White Collared Shirt Jacket with today's new, easy attitude. With a shirrtail bottom, long, cuffed sleeves and buttons front.
100% Textured Polyester Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2771Q Navy/White ...\$14.98

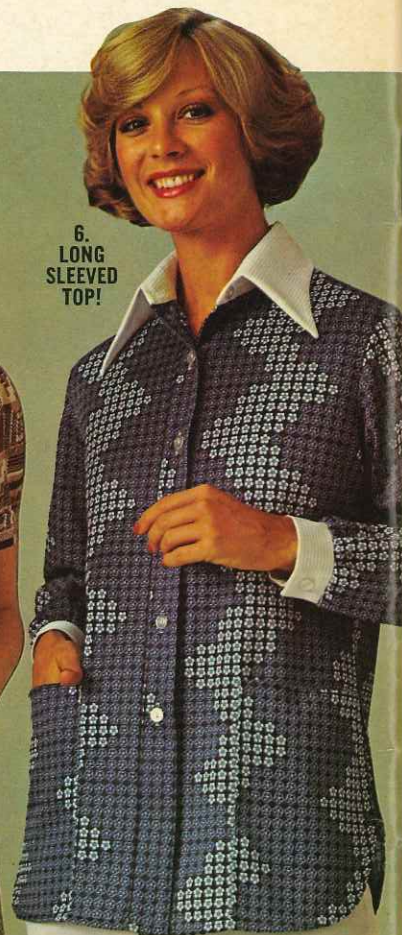
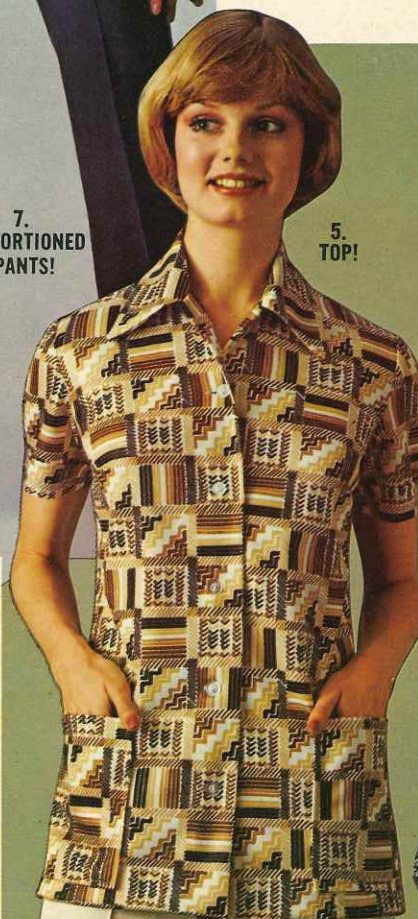
7. Proportioned Fashion-Legged Pants to make a marvelous match with any smock top. With stitched crease and elastic waist.
100% Polyester Warp Knit.
Sizes 6 to 20 and Tall Sizes 10T to 20T.
Style 7720Q Navy Style 7720L White
Style 7720U Red Style 7720D Blue ...\$8.98

1.
QUILTED
TOP!

7.
PROPORTIONED
PANTS!

5.
TOP!

6.
LONG
SLEEVED
TOP!



1. White Accented Quilting makes this western shirt suit a knock-out! With a proud spread collar, European seaming and side slits for an easy shirt attitude.
100% Polyester Double Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42), XXL(44-46).
Style 2743U Red
Style 2743L White
Style 2743Q Navy
Style 2743S Pink ...\$15.98

2. Proportioned Slacks To Match... with a new, easy shaped leg and elastic waist.
100% Polyester Double Knit.
Regular Sizes 4R to 20R; Tall Sizes 8T to 20T.
Style 7224U Red
Style 7224Q Navy
Style 7224L White ...\$9.98

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7.
PROPORTIONED
PANTS!

1.
TOP...
IN XXL AND
XXXL TOO!
IN 5
COLORS!

2.
TOP...
IN
5 COLORS!

NEW FASHION SHIRT SMOCKS IN EXCITING BENCONE "AMERICANA" LOOKS!

1. The Shirt Jacket with a bold convertible collar, cuffed short sleeves and big pearly buttons on a placket front.
100% Polyester Warp Knit.

Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42)\$8.98
XXL(44-46), XXXL(48-50)\$9.98

Style 2640U Red Style 2640D Blue
Style 2640S Pink Style 2640Q Navy
Style 2640L White

2. The 3/4 Sleeved Shirt Jacket with convertible spread collar, big pearly buttons and super, young looks.
100% Polyester Warp Knit.

Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 2641Q Navy Style 2641U Red
Style 2641D Blue Style 2641S Pink
Style 2641L White\$9.98

3. Multi-Color Patchwork outlined with bold strokes of white to highlight the placketed collar, cuffed short sleeves and two pockets.
100% Polyester Knit.

Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 2711U Multi-Color Patchwork Print, as shown\$14.98

4. Our "Freedom Print" Shirt Jacket that's typically Americana... and super. With a convertible collar, big pearly buttons on a placket and short sleeves.
100% Polyester Warp Knit.

Sizes S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2685U Red/White/Blue Print, as shown\$10.98

5. The Sportive American done in our bold "Vote" print. With wide open collar, unique shoulder yokes and back zipper.
100% Polyester Knit.

Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 2699U Red/White/Blue Print, as shown
SPECIAL VALUE!ONLY \$9.98

COORDINATING PANTS:

6. Red, White and Blue Pants to coordinate with all these super tops. With elastic waist and stitch-creased legs.

100% Polyester Warp Knit.

Sizes 6 to 20 and Tall Sizes 10T to 20T.
Style 7720U Red Style 7720Q Navy
Style 7720D Blue Style 7720L White \$8.98

7. Fashion-Legged Pants with an elastic waist and stitch-creased legs that always remain perfect.

100% Polyester Warp Knit.
Sizes 4 to 20.

Style 7217L WhiteSPECIAL! \$6.98 pair

8. Denim-Look Pants with elastic waist and new fashion legs.

100% Polyester Denim Knit.
Sizes 4 to 20.

Style 7719D Blue Denim\$9.98

6.
PANTS!

3.
PATCHWORK
TOP!

4.
"FREEDOM
PRINT"
TOP!

5.
"VOTE"
PRINT TOP!
SPECIAL VALUE
ONLY \$9.98!

7.
PANTS!

6.
PANTS!

8.
DENIM LOOK
PANTS!

**AMAZING
BENCONE VALUES!**

**PANTSUITS
AS LOW AS \$12.50!**

**JUMPSUIT
ONLY \$14.98!**

1. Great Detailing makes this front buttoning pantsuit very special. With criss-cross detailed yoke, inverted pleats and soft shirt lines. Elastic waist pants to match.
100% Polyester Warp Knit.
Sizes 5 to 15 and 6 to 16.
Style 6325L White\$16.98

**1.
PANTSUIT!**

**2.
PANTSUIT!**

2. Criss Cross Detailing emphasizes the western lines on this super pantsuit. Front buttoning jacket top with shirttail hemming and big convertible collar... with elastic waist pants to match.
100% Polyester Warp Knit.
Sizes 5 to 17 and 6 to 18.
Style 6373L White\$16.98

3. The Zippy Little Jumpsuit that puts you right "in" fashion! With a hi-flying notch collar, lithe lines, 2 angled patch pockets and 1 breast pocket.
100% Polyester Textured Knit.
Sizes 4 to 16.
Style 6761D Blue Style 6761U Red
Style 6761L White Style 6761Q Navy\$14.98

4. The Shirttail Pantsuit that's right for all seasons! An outstanding value... and an outstanding look! With convertible spread collar, buttons on a placket front and super shirt lines. Jacket over matching stitch-creased pants.
100% Polyester Knit.
Sizes 5 to 17 and 6 to 18.
Style 6758D Blue Style 6758L White
Style 6758S Pink Style 6758P Maize
ONLY \$12.50 EACH or 2 for \$23.98

**3.
JUMPSUIT
IN 4 COLORS...
ONLY \$14.98!**

**4.
SPECIAL VALUE!
PANTSUIT
IN 4
GREAT COLORS!
BUY 2
and SAVE!**

4.

BENCONE MAKES A STRONG FASHION STATEMENT WITH BLACK AND RED!

1. White Designer Stitching emphasizes the unique fashion lines on this sweetheart smock. With a bold fly-away collar, shoulder yokes and cuffed short sleeves.

100% Polyester Knit.

Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 2718U Red Style 2718Q Navy

Style 2718E Brown Style 2718L White\$12.98

2. Darling White Ruffling accents the scoop neck and big patch pockets on this easy-skimming A-line. With puffy short sleeves and back zipper.

100% Textured Polyester Knit.

Sizes 4 to 20.

Style 1563U Red Style 1563C Black\$17.98

3. PANTSUIT!



3. Jazzy Gingham Checks really play up the fashion lines on this novel pantsuit. Spicing the smartly shaped, front zipping jacket and turning the easy-legged pants into a bold fashion statement. 100% Textured Polyester Knit. Sizes 6 to 16. Style 6764C Black/White. Style 6764U Red/White \$22.98

4. A Double Row Of Buttons emphasize the lean lines and front zipper closing on this white-accented smock top. Graced with a big collar and slashes of white on cuffs and pockets.

100% Textured Polyester Knit.

Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 2737C Black Style 2737U Red \$15.98

1. TOP!



2. UNIFORM!



4. TOP!



5. TOP!

5. The Sweetheart Smock with white cord edging, shaped yoke and large patch pockets. A front zipper top. 100% Textured Polyester Knit. Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42). Style 2735U Red Style 2735C Black \$15.98

6. PANTS!

6. Coordinating Pants with wide waist-band... stitched down creases. 100% Polyester Warp Knit. Sizes 6 to 20 and Tall Sizes 10T to 20T. Style 7720L White \$8.98

1.
SCOOPED
STRIPE
TOP!

2.
AWNING
STRIPE
TOP!



3.
PANTS

BENCONE MAKES NEWS WITH DENIM DOUBLE KNIT COORDINATES!

Coordinate any of these great-going smock tops with our super jean pants or skirts... and match up your own original pantsuit story!

1. The Peasant Smock softly done with a shirred and scooped neckline, puffy short sleeves and a snug empire band of smocking. With solid denim accents.

100% Polyester Denim Double Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 2731K Green Denim\$18.98
Style 2731S Pink Denim

2. Softly Toned Awning Stripes call attention to the shirred empire line and soft new shape of this back zipping smock. Trimmed with rich lace.

100% Polyester Double Knit Denim.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).

Style 2713S Pink Denim\$18.98
Style 2713K Green Denim

3. Tailored Fly Front Trousers make a perfect match. With buttoned waistband and easy-shaped legs.

100% Polyester Denim Double Knit.
Sizes 4 to 20.

Style 7727K Green Denim\$15.98
Style 7727S Pink Denim

4. Checkerboard Squares on super denim make this big top big news. Especially with white accents at collar and the unique empire shaping.

100% Polyester Double Knit Denim.

Sizes 4 to 16.

Style 2629P Yellow/White

Style 2629D Blue/White

Style 2629S Pink/White\$18.98

5. Snug Smocking gives this little patchwork-accented top a super shape. With back zipper, wide spread collar and clever layered look.

100% Polyester Double Knit Denim.

Sizes XS(4-6), S(8-10), M(12-14), L(16-18),

Style 2645D Blue Denim

Style 2645S Pink Denim

Style 2645P Yellow Denim\$20.98

6. The Patchwork Western with shirttail hemming and colorful yoke and sleeves. Bold convertible collar and 2 big pockets.

100% Polyester Double Knit Denim.

Sizes XS(4-6), S(8-10), M(12-14), L(16-18),

XL(40-42).

Style 2569S Pink Denim

Style 2569P Yellow Denim

Style 2569D Blue Denim\$17.98

7. Our Western Jeans with fly front styling, buttoned waistband, 2 slash pockets at front and 2 patch pockets at back.

100% Polyester Double Knit Denim.

Sizes 6 to 20.

Style 7706D Blue Denim

Style 7706P Yellow Denim

Style 7706K Green Denim

Style 7706S Pink Denim

Style 7706Q Navy Denim

Style 7706L White (warp knit)\$17.98

Double Knit Denim JEANS... IN 6 COLORS!

4.
DOUBLE
KNIT
TOP!

5.
DOUBLE
KNIT
TOP!



6.
DOUBLE
KNIT
TOP!

8.
Double Knit Denim SKIRT... IN 6 COLORS!



8. Fly Front Western Skirt with smooth-fitting yoke, two front pockets plus two patch pockets at back.

100% Polyester Double Knit Denim.

Sizes 4 to 20.

Style 7718D Blue Denim Style 7718Q Navy Denim

Style 7718S Pink Denim Style 7718P Yellow Denim

Style 7718K Green Denim

Style 7718L White (warp knit)\$12.98

7. Double Knit Denim JEANS... IN 6 COLORS!

THE NEW FASHION ATTITUDE ...DONE IN DENIMS & GREAT PATTERNS!

1. The Sporty Jumpsuit with a new, relaxed fashion attitude. With accent cording playing up the shirt lines, the shirt flaps and the button-on belt. A front buttoning winner that's great on or off the job! 100% Polyester Double Knit Denim. Sizes 4 to 16.
Style 6769K Green Denim Style 6769E Brown Denim\$29.98

2. There's A Layered Feeling to this highly contemporary top... with a bright plaid bib and long, cuffed sleeves. A front zipper, suspender-look top that's 100% today!
100% Polyester Double Knit Denim.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2767Q Navy Denim Style 2767U Red Denim\$19.98

3. Coordinated Western Jeans with fly front styling, buttoned waistband, 2 slash pockets and 2 back pockets.
100% Polyester Double Knit Denim. Sizes 6 to 20.
Style 7706Q Navy Denim Style 7706U Red Denim
Style 7706L White (Warp Knit)\$17.98

1.
DENIM
JUMPSUIT!

2.
DOUBLE
KNIT
DENIM
TOP!

4.
TOP!

3.
DOUBLE
KNIT
DENIM
JEANS!

5.
DENIM
PANTS!

6.
TOP
WITH
ROPE
BELT!

8.
PANTS!

7.
TOP!

8.
PANTS!

4. A Jazzy All-Over Plaid Pattern is an attention-getter on this front buttoning shirt jacket. With a rope tie-on belt, easy gathers and a convertible collar.
100% Polyester Plaid.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2766E Brown Plaid as shown
Style 2766U Red Plaid \$18.98

5. Coordinated Denim-Look Pants with easy legs and elastic waistband.
100% Polyester Double Knit.
Sizes 4 to 20.
Style 7721E Brown Denim
Style 7721U Red Denim \$13.98

6. A Colorful All-Over Stripe really jazzes up the look of this great "big top". With a wide-wing collar growing out of a scooped yoke... a toggle-closing rope belt give desired shape.
100% Polyester Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18).
Style 2768U Multi-Color Stripe, as shown \$18.98

7. A Handsome Haberdasher Plaid accented with white shirt accents for a really dynamic smock top. With elasticized smocking shaping the waist and lending today's new softness.
100% Polyester Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18).
Style 2748D Blue/Red/White Plaid, as shown \$22.98

8. Double Knit Pants to coordinate with all your new fashion tops. With elastic waistband.
100% Polyester Double Knit.
Sizes 4 to 20.
Style 7233L White \$10.98

1. Shapely Norfolk Fashioning makes this suit a 'must'. With color-keyed buttons down front, two scooped pockets and a set-in waistband. With stitch-creased slacks.

100% Polyester Knit.
Sizes 3 to 17 and 4 to 18.

Style 6767D Blue
 Style 6767N Mint
 Style 6767L White
 Style 6767R Peach\$19.98

2. Safari Styling and Button Tabbed Side Belting makes this shirt suit something very special. With a big convertible collar, lean lines and stitch-creased pants to match.

100% Polyester Knit.
Sizes 6 to 20.

Style 6762P Maize
 Style 6762D Blue
 Style 6762L White\$19.98

1. PANTSUIT ...
MISSY &
JUNIOR SIZES!

2. PANTSUIT!

3. PANTSUIT!

4. PANTSUIT ...
MISSY &
JUNIOR SIZES!

5.
3-PC.
ENSEMBLE ...
SKIRT,
PANTS
& TOP!

SOFT, COOL PASTEL SHADES ARE SHOWING UP ON THE BEST PANTSUITS IN TOWN!

3. The Brass Ring Is The Prize ... especially on a pantsuit like this. With easy-zipping lines, fashion-scooped pockets and stitch-creased pants to match.

100% Polyester Knit.

Sizes 6 to 20.

Style 6763R Peach Style 6763D Blue
 Style 6763L White\$18.98

4. Two Button-Flapped Breast Pockets add a sportive air to this beautifully seamed shirt suit. With an over-sized spread collar, great lines and stitch-creased pants to match.

100% Polyester Warp Knit.

Sizes 3 to 17 and 4 to 18.

Style 6766N Mint Style 6766P Maize
 Style 6766R Peach Style 6766L White\$19.98

5. Our 3-Piece Ensemble makes marvelous fashion sense! A beautifully fashioned, windowpane textured knit jacket coming along with matching easy-legged pants and an A-shaped skirt. Giving you two super looks... at one great Bencone-low price!

100% Windowpane Textured Polyester Knit.

Sizes 6 to 16.

Style 6374L White Style 6374P Maize
 Style 6374A Aqua\$24.98

5.
SPECIAL
VALUE
3-PC.
ENSEMBLE
IN 3
COLORS...
ONLY \$24.98!

BENCONE GIVES YOU THE NEW FASHION LOOK OF DENIM IN BANDANA & ZODIAC PRINTS!

1.
BANDANA
ACCENTED TOP!

1. The Bandana Patchwork Print making big news in this shirt-tail version with buttons front.
100% Polyester Warp Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2674D Red/Blue, as shown\$13.98

2. Coordinated White Pants with elastic waistband.
100% Polyester Warp Knit.
Sizes 4 to 20.
No Cuff Style 7217L White\$6.98 pair
Cuffed Style 7212L White\$6.98 pair

3. A Denim Zodiac Print in really super shirt lines. With classic western tailoring, a convertible spread collar, long cuffed sleeves and a tie-on belt for shape.
100% Polyester Warp Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2763U Zodiac Print, as shown\$17.98

4. An All-Over Zodiac Print adds a great deal of color to this waist defined, back zipping shirt top. With a button-studded placket and a great, new attitude.
100% Polyester Warp Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2762U Zodiac Print, as shown\$14.98

7.
LAYERED
LOOKING TOP!

2.
WHITE
PANTS!

4.
ZODIAC
PRINT
TOP!

5.
Not shown
ZODIAC
PRINT
COBBLER!

3.
ZODIAC
PRINT SHIRT!

6.
JUMP
SUIT!

8.
DENIM
PANTS!

8.
DENIM PANTS!

5. Not shown: Zodiac Print Cobbler Apron with big pouch pockets and easy-adjustable side tie closings.
100% Polyester Warp Knit.
One Size Fits All.
Style 3331U Zodiac Print, as shown\$6.98 each
2 for \$13.50 3 for \$19.50

6. A Lean and Lively Jumpsuit that keeps you a jump ahead of fashion. With bandana printed collar, shoulder yokes and cuffed short sleeves. The jumpsuit features a long front zipper and tie-on belt.
100% Polyester Warp Knit Denim.
Sizes 2 to 16.
Style 6771D Blue Denim\$22.98

7. A Great, Young Gamet with a wide, wide notch collar and winning combination of bandana print with denim. A layered look with wide waistband and back zipper.
100% Polyester Denim Knit.
Sizes XS(4-6), S(8-10), M(12-14), L(16-18), XL(40-42).
Style 2724D Denim Blue\$13.98

8. Denim-Look Slacks with softly flared legs and elastic waistband.
100% Polyester Warp Knit Denim.
Sizes 4 to 20.
Style 7719D Denim Blue\$9.98

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DENIM DOUBLE KNITS ... THE HEIGHT OF FASHION AS LOW AS \$10.98!

1.
TOP!

2.
SMOCKED TOP!

3.
SAILOR TOP!



1. Polka Dots On Denim makes big fashion news... especially when it's today's newest 'big top' silhouette! With a raised mandarin collar, white yoke and big white buttons for a great line. Cuffed 3/4 sleeves complete the look.
100% Polyester Double Knit Denim.
Sizes 8 to 18.
Style 2739U Red/White
Style 2739Q Navy/White
\$10.98

2. A 3/4 Waistband of Smocking shapes this shirt smock beautifully! With a proud convertible spread collar, a long tunic line and hidden side pockets.
100% Polyester Double Knit Denim.
Sizes 4 to 18.
Style 2744K Denim Green
Style 2744D Denim Blue
Style 2744U Denim Red
\$15.98

3. The Denimy Sailor Top that's an all-American favorite! With Americana coloring played up on the banding and 6 anchor buttons outlining the front zipper styling.
100% Polyester Double Knit Denim.
Sizes 4 to 18.
Style 2747D Denim Blue
Style 2747U Denim Red
\$13.98

4. Proportioned White Pants with elasticized waistband for a great coordinated look.
100% Polyester Double Knit.
Regular Sizes 4R to 20R; Petite Sizes 3P to 13P; Tall Sizes 10T to 20T; Half Sizes 14½ to 24½.
Style 7224L White \$9.98

4.
PROPORTIONED
PANTS!

4.
PROPORTIONED
PANTS!

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